CONTINUING AUDIT
OF
MARQUEE VALUES

Summer 1948

Number 34

AUDIENCE RESEARCH, INC.
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CONTINUING AUDIT OF MARQUEE VALUES

This report shows *a screen player's power to sell tickets at the box office,* as measured by ARI's Continuing Audit of Marquee Values. The Audit does not measure talent, except as talent persuades movie-goers to spend money to see a particular personality. The Audit reports the percentage of movie-goers interviewed in a nation-wide cross-section survey who say that the name of a particular player on the front of a theatre would make them want to buy a ticket. ARI's cross-section is actually a miniature of the national movie audience. Men and women, young and old, rich and poor, living in cities and towns of different sizes and in all parts of the country are interviewed, and the number *interviewed in each group is determined by the number of tickets that group accounts for at the box offices of the nation.*

Once a year our reports of marquee values in the total national audience are supplemented by a report on screen player marquee values in the principal audience groups; namely, males, females, movie-goers at various age levels, upper and lower income movie-goers, movie-goers divided by the frequency of their attendance at motion pictures, and by size of community--in other words, a description of the general population characteristics of a player's following. This information can be of great value in casting.

Other sources of information about marquee values are available, and they are useful up to a point. The box office is, of course, an indication, but the box-office results can-not reveal how much of a picture's performance was due to the player in question and how much to other players; how much to story, to direction, and so on. Polls based on exhibitors' reports can supply information--but exhibitors' opinions are at best an indirect and incomplete way of determining movie-goers' opinions. The weakness of both these sources as accurate guides to a player's drawing power are eliminated in ARI's Audit which measures among a group representative of the nation's *motion picture theatre patrons,* the number who say the player's name (without regard to title, story, other players, producer, director) on the marquee would make them want to buy a ticket.

We believe the Continuing Audit is the most realistic source of information available today on screen personality values.

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT SUMMER 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
BERGMAN, Ingrid	46	47	- 1
WILLIAMS, Esther	40	37	+ 3
ALLYSON, June	38	35	+ 3
HAYWORTH, Rita	38	33	+ 5
HUTTON, Betty	36	(35, Winter* 1947)	+ 1
GRABLE, Betty	35	35	-
JONES, Jennifer	34	35	- 1
STANWYCK, Barbara	34	36	- 2
TURNER, Lana	34	33	+ 1
GODDARD, Paulette	32	(31, Winter* 1947)	+ 1
YOUNG, Loretta	32	28	+ 4
TIERNEY, Gene	31	29	+ 2
DAVIS, Bette	30	33	- 3
GARLAND, Judy	30	29	+ 1
SHERIDAN, Ann	29	29	-
TEMPLE, Shirley	29	27	+ 2
CRAWFORD, Joan	27	30	- 3
DE HAVILLAND, Olivia	26	29	- 3
DUNNE, Irene	26	(24, Winter* 1947)	+ 2
FONTAINE, Joan	25	23	+ 2
HAYWARD, Susan	25	26	- 1
LAMARR, Hedy	23	(28, Winter* 1947)	- 5
HEPBURN, Katharine	22	(21, Winter* 1947)	+ 1
DAY, Laraine	21	(22, Winter* 1947)	- 1
LUPINO, Ida	21	(21, Winter* 1947)	-
MC GUIRE, Dorothy	21	23	- 2
CAULFIELD, Joan	20	21	- 1
DURBIN, Deanna	19	18	+ 1

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* Not measured in Spring 1948

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT SUMMER 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
LOY, Myrna	19	(17, Winter* 1947)	+ 2
TAYLOR, Elizabeth	19	17	+ 2
ANDREWS SISTERS	17	(19, Winter* 1947)	- 2
BAXTER, Anne	17	16	+ 1
GRAYSON, Kathryn	17	17	-
CANOVA, Judy	16	(7, Spring* 1946)	+ 9
HENIE, Sonja	16	(16, Winter* 1947)	-
MAYO, Virginia	16	(16, Winter* 1947)	-
ARTHUR, Jean	15	13	+ 2
LAKE, Veronica	15	(14, Winter* 1947)	+ 1
POWELL, Jane	15	14	+ 1
WRIGHT, Teresa	15	16	- 1
BARRYMORE, Ethel	14	(15, Winter* 1947)	- 1
GARDNER, Ava	13	14	- 1
DE HAVEN, Gloria	12	(12, Winter* 1946)	-
O'SULLIVAN, Maureen	12	*	-
BLAIR, Janet	11	(12, Winter* 1947)	- 1
LANGFORD, Frances	11	(12, Winter* 1947)	- 1
FITZGERALD, Geraldine	10	(5, Spring* 1947)	+ 5
HAVOC, June	10	*	-
HUNT, Marsha	10	(6, Winter* 1946)	+ 4
BLYTH, Ann	9	8	+ 1
CUMMINS, Peggy	9	(10, Winter* 1947)	- 1
FOSTER, Susanna	9	(10, Winter* 1946)	- 1
MONTEZ, Maria	9	(10, Winter* 1947)	- 1
STAFFORD, Jo	8	(5, Summer* 1946)	+ 3
PARKER, Eleanor	6	*	-
TOTTER, Audrey	6	8	- 2

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* Not measured in Spring 1948

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT SUMMER 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
BENNETT, Constance	5	*	-
BRITTON, Barbara	5	*	-
CHAPMAN, Marguerite	5	(5, Winter* 1947)	-
DVORAK, Ann	5	(2, Spring* 1947)	+ 3
GREER, Jane	5	(5, Winter* 1947)	-
HOLM, Celeste	5	*	-
SCOTT, Martha	5	(7, Winter* 1947)	- 2
STORM, Gale	5	(4, Summer* 1946)	+ 1
VERA-ELLEN	5	5	-
PATRICK, Gail	4	*	-
DEL RIO, Dolores	3	(2, Summer* 1947)	+ 1
DREW, Ellen	3	(4, Winter* 1947)	- 1
HARDING, Ann	3	(5, Spring* 1946)	- 2
LOCKHART, Gene	3	*	-
LOCKWOOD, Margaret	3	(2, Autumn* 1946)	+ 1
WARRICK, Ruth	3	(4, Autumn* 1947)	- 1
ALLBRITTON, Louise	2	1	+ 1
CUMMINGS, Constance	1	(1, Summer* 1946)	-

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* Not measured in Spring 1948

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT SUMMER 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
CROSBY, Bing	53	54	- 1
COOPER, Gary	48	43	+ 5
LADD, Alan	48	47	+ 1
PECK, Gregory	48	49	- 1
GRANT, Cary	46	46	-
HOPE, Bob	46	47	- 1
TRACY, Spencer	46	42	+ 4
BOGART, Humphrey	45	47	- 2
GABLE, Clark	42	39	+ 3
MILLAND, Ray	40	38	+ 2
ANDREWS, Dana	39	40	- 1
COTTEN, Joseph	39	36	+ 3
STEWART, James	39	42	- 3
GARFIELD, John	38	42	- 4
MITCHUM, Robert	37	36	+ 1
BENDIX, William	34	34	-
FLYNN, Errol	34	(31, Winter 1947)*	+ 3
PARKS, Larry	34	32	+ 2
PIDGEON, Walter	34	36	- 2
KELLY, Paul	33	33	-
CAGNEY, James	32	33	- 1
JOHNSON, Van	32	32	-
MAC MURRAY, Fred	32	(31, Winter 1947)*	+ 1
SKELTON, Red	32	32	-
TAYLOR, Robert	32	33	- 1
COLMAN, Ronald	31	32	- 1
FITZGERALD, Barry	30	30	-
FONDA, Henry	29	(26, Winter 1947)*	+ 3

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* Not measured in Spring 1948

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT SUMMER 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
FORD, Glenn	29	(32, Winter* 1947)	- 3
MORGAN, Dennis	29	(24, Winter* 1947)	+ 5
ROBINSON, Edward G.	29	26	+ 3
SCOTT, Randolph	29	27	+ 2
YOUNG, Robert	29	28	+ 1
LANCASTER, Burt	28	24	+ 4
CARSON, Jack	23	(20, Winter* 1947)	+ 3
PAYNE, John	23	(24, Winter* 1947)	- 1
ASTAIRE, Fred	22	(20, Winter* 1947)	+ 2
HEFLIN, Van	22	24	- 2
HODIAK, John	22	(24, Winter* 1947)	- 2
LAWFORD, Peter	22	(21, Winter* 1947)	+ 1
MONTGOMERY, Robert	22	26	- 4
BEERY, Wallace	21	(18, Winter* 1947)	+ 3
DE WOLFE, Billy	21	(22, Winter* 1947)	- 1
HARRISON, Rex	21	(23, Winter* 1947)	- 2
BARRYMORE, Lionel	20	(18, Winter* 1947)	+ 2
GREENSTREET, Sydney	20	(3, Summer* 1943)	+17
MADISON, Guy	20	(21, Winter* 1947)	- 1
DRAKE, Tom	19	(17, Autumn* 1947)	+ 2
WEBB, Clifton	19	(4, Summer* 1945)	+15
MARKS BROTHERS	18	(16, Autumn* 1947)	+ 2
RAINS, Claude	18	(22, Winter* 1947)	- 4
SINATRA, Frank	18	20	- 2
BOYER, Charles	17	19	- 2
WELLES, Orson	17	(16, Autumn* 1947)	+ 1
DAILEY, Dan	16	11	+ 5
HENREID, Paul	16	(18, Winter* 1947)	- 2

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* Not measured in Spring 1948

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT SUMMER 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
MARCH, Fredric	16	18	- 2
MATURE, Victor	16	(16, Winter* 1947)	-
DAY, Dennis	15	(14, Winter* 1947)	+ 1
DONLEVY, Brian	15	(17, Winter* 1947)	- 2
KARLOFF, Boris	15	(12, Autumn* 1947)	+ 3
MASON, James	15	(20, Winter* 1947)	- 5
MC ALLISTER, Lon	15	(7, Winter* 1946)	+ 8
MONTGOMERY, George	15	(8, Winter* 1941)	+ 7
MURPHY, George	15	(16, Winter* 1947)	- 1
TONE, Franchot	15	(14, Winter* 1947)	+ 1
LEVANT, Oscar	14	*	-
RATHBONE, Basil	14	(9, Summer* 1946)	+ 5
SANDERS, George	14	(14, Winter* 1947)	-
AMECHE, Don	13	(11, Winter* 1947)	+ 2
EDDY, Nelson	13	(15, Summer* 1947)	- 2
LAUGHTON, Charles	13	(13, Winter* 1947)	-
MARTIN, Tony	13	(9, Autumn* 1947)	+ 4
MC CREA, Joel	13	(13, Winter* 1947)	-
OLIVIER, Sir Laurence	13	(12, Autumn* 1947)	+ 1
MELCHIOR, Lauritz	12	(11, Summer* 1946)	+ 1
MORGAN, Henry	12	(11, Winter* 1947)	+ 1
STEVENS, Mark	12	10	+ 2
AUTRY, Gene	11	(12, Winter* 1947)	- 1
DOUGLAS, Melvyn	11	(11, Winter* 1947)	-
HALL, Jon	11	(9, Winter* 1946)	+ 2
PRICE, Vincent	11	(12, Autumn* 1947)	- 1
PRESTON, Robert	10	(7, Summer* 1947)	+ 3
RYAN, Robert	10	12	- 2

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CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT SUMMER 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
DEVINE, Andy	9	* (5, Summer 1947)	+ 4
DURYEA, Dan	9	10	- 1
HOLDEN, William	9	* (11, Winter 1947)	- 2
LUND, John	9	*	-
QUINN, Anthony	9	* (3, Spring 1946)	+ 6
BURNETTE, Smiley	8	* (4, Spring 1946)	+ 4
MEREDITH, Burgess	8	* (7, Summer 1947)	+ 1
AGAR, John	7	* (6, Winter 1947)	+ 1
ALDA, Robert	7	* (2, Winter 1945)	+ 5
AUMONT, Jean Pierre	7	* (8, Winter 1946)	- 1
COBB, Lee J.	7	*	-
DE FORE, Don	7	* (10, Summer 1947)	- 3
GLEASON, James	7	* (5, Spring 1947)	+ 2
TAMIROFF, Akim	7	* (6, Spring 1947)	+ 1
THOMAS, Danny	7	*	-
TIERNEY, Lawrence	7	* (7, Winter 1947)	-
BICKFORD, Charles	6	* (6, Autumn 1947)	-
DE CORDOVA, Arturo	6	* (8, Winter 1946)	- 2
DONAT, Robert	6	* (7, Autumn 1946)	- 1
GREENE, Richard	6	* (8, Winter 1947)	- 2
HORTON, Edward Everett	6	* (7, Winter 1947)	- 1
MENJOU, Adolphe	6	* (6, Winter 1947)	-
SULLIVAN, Barry	6	* (5, Winter 1946)	+ 1
CALHOUN, Rory	5	* (4, Winter 1947)	+ 1
CLARK, Buddy	5	* (6, Winter 1947)	- 1
GRANGER, Stewart	5	* (1, Autumn 1946)	+ 4
STONE, Lewis	5	* (6, Autumn 1946)	- 1
ARMENDARIZ, Pedro	4	*	-

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* Not measured in Spring 1948

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT SUMMER 1948	REGULAR AUDIT SPRING 1948	DIFFERENCE
HOMOLKA, Oscar	4	*	-
RAYMOND, Gene	4	* (5, Winter 1946)	- 1
BOWMAN, Lee	3	* (6, Autumn 1947)	- 3
BRUCE, Nigel	3	* (6, Summer 1947)	- 3
CAREY, Macdonald	3	* (3, Winter 1947)	-
HARDWICKE, Sir Cedric	3	* (5, Summer 1947)	- 2
KNOX, Alexander	3	* (4, Autumn 1947)	- 1
PLATT, Marc	3	* (4, Winter 1947)	- 1
CHEVALIER, Maurice	2	* (5, Winter 1947)	- 3
DRAKE, Alfred	2	* (1, Spring 1946)	+ 1
FERRER, Jose	2	*	-
GENN, Leo	2	* (1, Autumn 1947)	+ 1
GWENN, Edmund	2	*	-
MILLS, John	2	* (2, Autumn 1947)	-
PARKER, Willard	2	* (3, Spring 1947)	- 1
RANDELL, Ron	2	* (1, Autumn 1947)	+ 1
SMITH, Kent	2	* (4, Summer 1947)	- 2
CULVER, Roland	1	* (1, Summer 1947)	-
RICHARDSON, Ralph	1	*	-

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* Not measured in Spring 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
ABBOTT & COSTELLO	28	Spring 1948
AGAR, John	7	Summer 1948
AHERNE, Brian	7	Spring 1948
ALBERT, Eddie	5	Spring 1947
ALDA, Robert	7	Summer 1948
ALLBRITTON, Louise	2	Summer 1948
ALLYSON, June	38	Summer 1948
AMECHE, Don	13	Summer 1948
AMES, Leon	2	Winter 1946
ANDREWS, Dana	39	Summer 1948
ANDREWS SISTERS	17	Summer 1948
ARMENDARIZ, Pedro	4	Summer 1948
ARNOLD, Edward	11	Spring 1948
ARTHUR, Jean	15	Summer 1948
ASTAIRE, Fred	22	Summer 1948
AUMONT, Jean Pierre	7	Summer 1948
AUTRY, Gene	11	Summer 1948
AYRES, Lew	11	Spring 1948
BACALL, Lauren	23	Spring 1948
BALL, Lucille	24	Spring 1948
BARRYMORE, Ethel	14	Summer 1948
BARRYMORE, Lionel	20	Summer 1948
BAXTER, Anne	17	Summer 1948
BEERY, Wallace	21	Summer 1948
BEL GEDDES, Barbara	4	Spring 1948
BELITA	2	Spring 1948
BENDIX, William	34	Summer 1948
BENNETT, Constance	5	Summer 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
BENNETT, Joan	19	Spring 1948
BENNY, Jack	23	Spring 1948
BERGEN & MC CARTHY	14	Spring 1948
BERGMAN, Ingrid	46	Summer 1948
BEY, Turhan	8	Spring 1948
BICKFORD, Charles	6	Summer 1948
BLAIR, Janet	11	Summer 1948
BLONDELL, Joan	11	Spring 1948
BLYTH, Ann	9	Summer 1948
BOGART, Humphrey	45	Summer 1948
BOWMAN, Lee	3	Summer 1948
BOYER, Charles	17	Summer 1948
BRACKEN, Eddie	19	Spring 1948
BREMER, Lucille	4	Spring 1948
BRENT, George	16	Winter 1947
BRITTON, Barbara	5	Summer 1948
BROOKS, Hazel	2	Autumn 1947
BROOKS, Leslie	4	Spring 1948
BRUCE, Nigel	3	Summer 1948
BUCHANAN, Edgar	2	Winter 1947
BURNETTE, Smiley	8	Summer 1948
CAESAR, Sid	3	Summer 1947
CAGNEY, James	32	Summer 1948
CALHERN, Louis	3	Spring 1948
CALHOUN, Rory	5	Summer 1948
CALVERT, Phyllis	2	Spring 1948
CAMERON, Rod	6	Autumn 1947
CANOVA, Judy	16	Summer 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
CANTOR, Eddie	23	Spring 1948
CAREY, Macdonald	3	Summer 1948
CARMICHAEL, Hoagy	21	Spring 1948
CARROLL, Madeleine	12	Spring 1948
CARSON, Jack	23	Summer 1948
CARTER, Janis	4	Spring 1948
CAULFIELD, Joan	20	Summer 1948
CHAPLIN, Charles	9	Winter 1947
CHAPMAN, Marguerite	5	Summer 1948
CHEVALIER, Maurice	2	Summer 1948
CLARK, Buddy	5	Summer 1948
CLARK, Dane	25	Spring 1948
COBB, Lee J.	7	Summer 1948
COBURN, Charles	6	Spring 1948
COCHRAN, Steve	1	Spring 1948
COLBERT, Claudette	34	Spring 1948
COLMAN, Ronald	31	Summer 1948
COMO, Perry	15	Winter 1946
CONTE, Richard	13	Spring 1948
COOPER, Gary	48	Summer 1948
COOPER, Gladys	2	Spring 1948
COOPER, Jackie	12	Winter 1947
COOTE, Robert	**	Autumn 1947
COTTEN, Joseph	39	Summer 1948
COURTLAND, Jerome	2	Autumn 1947
CRAIG, James	11	Spring 1948
CRAIN, Jeanne	26	Spring 1948
CRAWFORD, Joan	27	Summer 1948

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
CRONYN, Hume	6	Spring 1948
CROSBY, Bing	53	Summer 1948
CROSET, Paule	2	Spring 1948
CULVER, Roland	1	Summer 1948
CUMMINGS, Constance	1	Summer 1948
CUMMINGS, Robert	17	Spring 1948
CUMMINS, Peggy	9	Summer 1948
DAILEY, Dan	16	Summer 1948
DALL, John	3	Spring 1948
DARNELL, Linda	18	Spring 1948
DAVIS, Bette	30	Summer 1948
DAVIS, Joan	20	Spring 1948
DAY, Dennis	15	Summer 1948
DAY, Laraine	21	Summer 1948
DE CARLO, Yvonne	13	Spring 1948
DE CORDOVA, Arturo	6	Summer 1948
DE FORE, Don	7	Summer 1948
DE HAVEN, Gloria	12	Summer 1948
DE HAVILLAND, Olivia	26	Summer 1948
DE WOLFE, Billy	21	Summer 1948
DEL RIO, Dolores	3	Summer 1948
DEVINE, Andy	9	Summer 1948
DICK, Douglas	2	Autumn 1946
DIETRICH, Marlene	9	Winter 1947
DINNING SISTERS	3	Autumn 1947
DONAT, Robert	6	Summer 1948
DONLEVY, Brian	15	Summer 1948
DONNELL, Jeff	2	Spring 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
DOUGLAS, Kirk	1	Spring 1947
DOUGLAS, Melvyn	11	Summer 1948
DRAKE, Alfred	2	Summer 1948
DRAKE, Charles	1	Summer 1946
DRAKE, Tom	19	Summer 1948
DREW, Ellen	3	Summer 1948
DUNNE, Irene	26	Summer 1948
DURANTE, Jimmy	26	Spring 1948
DURBIN, Deanna	19	Summer 1948
DURYEA, Dan	9	Summer 1948
DVORAK, Ann	5	Summer 1948
EDDY, Nelson	13	Summer 1948
FAIRBANKS, Douglas, Jr.	22	Spring 1948
FAYE, Alice	19	Spring 1948
FERRER, Jose	2	Summer 1948
FITZGERALD, Barry	30	Summer 1948
FITZGERALD, Geraldine	10	Summer 1948
FLEMING, Rhonda	1	Spring 1948
FLYNN, Errol	34	Summer 1948
FOCH, Nina	2	Spring 1948
FONDA, Henry	29	Summer 1948
FONTAINE, Joan	25	Summer 1948
FORD, Glenn	29	Summer 1948
FOSTER, Preston	9	Winter 1947
FOSTER, Susanna	9	Summer 1948
GABLE, Clark	42	Summer 1948
GARBO, Greta	8	Summer 1946
GARDNER, Ava	13	Summer 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
GARFIELD, John	38	Summer 1948
GARLAND, Judy	30	Summer 1948
GARNER, Peggy Ann	7	Spring 1948
GARSON, Greer	33	Spring 1948
GENN, Leo	2	Summer 1948
GLEASON, James	7	Summer 1948
GODDARD, Paulette	32	Summer 1948
GOLDWYN GIRLS	7	Autumn 1947
GOODMAN, Benny	15	Autumn 1947
GORDON, Anita	1	Summer 1947
GRABLE, Betty	35	Summer 1948
GRAHAME, Gloria	2	Spring 1948
GRANGER, Farley	3	Spring 1948
GRANGER, Stewart	5	Summer 1948
GRANT, Cary	46	Summer 1948
GRAYSON, Kathryn	17	Summer 1948
GREENE, Richard	6	Summer 1948
GREENSTREET, Sydney	20	Summer 1948
GREER, Jane	5	Summer 1948
GWENN, Edmund	2	Summer 1948
HALE, Barbara	5	Spring 1948
HALL, Jon	11	Summer 1948
HARDING, Ann	3	Summer 1948
HARDWICKE, Sir Cedric	3	Summer 1948
HARRISON, Rex	21	Summer 1948
HASSO, Signe	4	Spring 1948
HAVER, June	20	Spring 1948
HAVOC, June	10	Summer 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
HAYES, Peter Lind	5	Spring 1948
HAYMES, Dick	25	Spring 1948
HAYWARD, Susan	25	Summer 1948
HAYWORTH, Rita	38	Summer 1948
HEFLIN, Van	22	Summer 1948
HENDRIX, Wanda	3	Spring 1948
HENIE, Sonja	16	Summer 1948
HENREID, Paul	16	Summer 1948
HEPBURN, Katharine	22	Summer 1948
HILLER, Wendy	1	Autumn 1946
HOBSON, Valerie	2	Autumn 1946
HODIAK, John	22	Summer 1948
HOLDEN, William	9	Summer 1948
HOLM, Celeste	5	Summer 1948
HOMOLKA, Oscar	4	Summer 1948
HOPE, Bob	46	Summer 1948
HORTON, Edward Everett	6	Summer 1948
HUNT, Marsha	10	Summer 1948
HUSTON, Walter	15	Spring 1948
HUTTON, Betty	36	Summer 1948
HUTTON, Robert	9	Spring 1948
IVES, Burl	5	Winter 1947
JARMAN, Claude, Jr.	8	Winter 1947
JEFFREYS, Anne	4	Spring 1948
JERGENS, Adele	1	Spring 1948
JOHNSON, Celia	**	Spring 1948
JOHNSON, Van	32	Summer 1948
JOLSON, Al	33	Spring 1948

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
JONES, Jennifer	34	Summer 1948
JOURDAN, Louis	3	Winter 1947
KARLOFF, Boris	15	Summer 1948
KAYE, Danny	34	Spring 1948
KELLY, Gene	33	Summer 1948
KERR, Deborah	14	Spring 1948
KEYES, Evelyn	10	Spring 1948
KILBRIDE, Percy	1	Spring 1948
KING, Andrea	1	Spring 1948
KINGS MEN	6	Autumn 1947
KNOWLES, Patric	2	Spring 1948
KNOX, Alexander	3	Summer 1948
KORVIN, Charles	4	Spring 1948
LADD, Alan	48	Summer 1948
LAKE, Arthur	7	Winter 1947
LAKE, Veronica	15	Summer 1948
LAMARR, Hedy	23	Summer 1948
LAMOUR, Dorothy	23	Spring 1948
LANCASTER, Burt	28	Summer 1948
LANDIS, Carole	11	Spring 1948
LANGFORD, Frances	11	Summer 1948
LANSBURY, Angela	2	Spring 1948
LAUGHTON, Charles	13	Summer 1948
LAWFORD, Peter	22	Summer 1948
LEIGH, Vivien	17	Spring 1948
LESLIE, Joan	19	Spring 1948
LEVANT, Oscar	14	Summer 1948
LINDSAY, Margaret	2	Summer 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
LIVESEY, Roger	1	Autumn 1946
LOCKHART, Gene	3	Summer 1948
LOCKWOOD, Margaret	3	Summer 1948
LONG, Richard	3	Spring 1948
LOUISE, Anita	2	Spring 1948
LOY, Myrna	19	Summer 1948
LUKAS, Paul	12	Spring 1948
LUND, John	9	Summer 1948
LUPINO, Ida	21	Summer 1948
LYNN, Diana	9	Spring 1948
LYNN, Jeffrey	4	Spring 1948
MAC DONALD, Jeanette	17	Spring 1948
MAC MURRAY, Fred	32	Summer 1948
MACREADY, George	1	Autumn 1947
MADISON, Guy	20	Summer 1948
MAIN, Marjorie	9	Spring 1948
MARCH, Fredric	16	Summer 1948
MARSHAL, Alan	3	Winter 1947
MARSHALL, Herbert	13	Spring 1948
MARTIN, Freddy, & Orchestra	12	Autumn 1947
MARTIN, Tony	13	Summer 1948
MARX BROTHERS	18	Summer 1948
MASON, James	15	Summer 1948
MASSEY, Raymond	12	Spring 1948
MATURE, Victor	16	Summer 1948
MAYO, Virginia	16	Summer 1948
MC ALLISTER, Lon	15	Summer 1948
MC CREA, Joel	13	Summer 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
MC DONALD, Marie	7	Winter 1947
MC DOWALL, Roddy	11	Spring 1948
MC GUIRE, Dorothy	21	Summer 1948
MC LAGLEN, Victor	8	Winter 1947
MELCHIOR, Lauritz	12	Summer 1948
MENJOU, Adolphe	6	Summer 1948
MEREDITH, Burgess	8	Summer 1948
MILLAND, Ray	40	Summer 1948
MILLER, Ann	5	Spring 1948
MILLS, John	2	Summer 1948
MITCHELL, Thomas	15	Spring 1948
MITCHUM, Robert	37	Summer 1948
MOFFETT, Sharyn	**	Winter 1946
MONTEZ, Maria	9	Summer 1948
MONTGOMERY, George	15	Summer 1948
MONTGOMERY, Robert	22	Summer 1948
MORAN, Dolores	**	Spring 1948
MORGAN, Dennis	29	Summer 1948
MORGAN, Frank	14	Spring 1948
MORGAN, Henry	12	Summer 1948
MUNI, Paul	23	Spring 1948
MURPHY, George	15	Summer 1948
NEAGLE, Anna	3	Spring 1948
NEAL, Tom	2	Spring 1948
NIVEN, David	15	Spring 1948
OBERON, Merle	12	Spring 1948
O'BRIEN, Edmond	4	Spring 1948
O'BRIEN, Margaret	23	Spring 1948

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
O'BRIEN, Pat	24	Spring 1948
O'CONNOR, Donald	15	Spring 1948
O'DONNELL, Cathy	3	Spring 1948
O'HARA, Maureen	25	Spring 1948
O'KEEFE, Dennis	18	Spring 1948
OLIVIER, Sir Laurence	13	Summer 1948
O'SULLIVAN, Maureen	12	Summer 1948
PAIGE, Janis	7	Spring 1948
PALMER, Lilli	8	Spring 1948
PARKER, Eleanor	6	Summer 1948
PARKER, Willard	2	Summer 1948
PARKS, Larry	34	Summer 1948
PATRICK, Gail	4	Summer 1948
PATTEN, Luana	1	Winter 1946
PAXINOU, Katina	2	Summer 1947
PAYNE, John	23	Summer 1948
PECK, Gregory	48	Summer 1948
PETERS, Susan	20	Spring 1948
PIDGEON, Walter	34	Summer 1948
PLATT, Marc	3	Summer 1948
POWELL, Dick	24	Spring 1948
POWELL, Jane	15	Summer 1948
POWELL, William	20	Spring 1948
POWER, Tyrone	42	Spring 1948
PRESTON, Robert	10	Summer 1948
PRICE, Vincent	11	Summer 1948
QUINN, Anthony	9	Summer 1948
RAFT, George	26	Spring 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
RAINES, Ella	9	Spring 1948
RAINS, Claude	18	Summer 1948
RANDELL, Ron	2	Summer 1948
RATHBONE, Basil	14	Summer 1948
RAYE, Martha	10	Winter 1947
RAYMOND, Gene	4	Summer 1948
REAGAN, Ronald	29	Spring 1948
REDGRAVE, Michael	4	Spring 1948
REED, Donna	10	Spring 1948
REED, Philip	3	Spring 1948
RICHARDSON, Ralph	1	Summer 1948
ROBINSON, Edward G.	29	Summer 1948
ROC, Patricia	1	Autumn 1946
ROGERS, Ginger	28	Spring 1948
ROGERS, Roy	13	Spring 1948
ROMAY, Lina	2	Autumn 1946
ROONEY, Mickey	26	Spring 1948
RUSSELL, Andy	12	Spring 1948
RUSSELL, Gail	14	Spring 1948
RUSSELL, Jane	18	Spring 1948
RUSSELL, Rosalind	28	Spring 1948
RYAN, Robert	10	Summer 1948
SANDERS, George	14	Summer 1948
SCOTT, Lizabeth	27	Spring 1948
SCOTT, Martha	5	Summer 1948
SCOTT, Randolph	29	Summer 1948
SCOTT, Zachary	18	Spring 1948
SHERIDAN, Ann	29	Summer 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
SHIRLEY, Anne	7	Spring 1948
SHORE, Dinah	14	Spring 1948
SIDNEY, Sylvia	8	Winter 1947
SIMMONS, Jean	1	Autumn 1946
SINATRA, Frank	18	Summer 1948
SINGLETON, Penny	11	Spring 1948
SKELTON, Red	32	Summer 1948
SLEZAK, Walter	4	Spring 1947
SMITH, Alexis	16	Spring 1948
SMITH, Kent	2	Summer 1948
SONS OF THE PIONEERS	8	Spring 1948
SOTHERN, Ann	19	Spring 1948
STACK, Robert	3	Spring 1947
STAFFORD, Jo	8	Summer 1948
STANWYCK, Barbara	34	Summer 1948
STARRETT, Charles	5	Winter 1947
STEVENS, Mark	12	Summer 1948
STEWART, James	39	Summer 1948
STONE, Lewis	5	Summer 1948
STORM, Gale	5	Summer 1948
SULLIVAN, Barry	6	Summer 1948
TAMIROFF, Akim	7	Summer 1948
TAYLOR, Elizabeth	19	Summer 1948
TAYLOR, Robert	32	Summer 1948
TEMPLE, Shirley	29	Summer 1948
TETZEL, Joan	1	Spring 1948
THOMAS, Danny	7	Summer 1948
TIERNEY, Gene	31	Summer 1948

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
TIERNEY, Lawrence	7	Summer 1948
TODD, Ann E.	5	Spring 1948
TONE, Franchot	15	Summer 1948
TOTTER, Audrey	6	Summer 1948
TRACY, Spencer	46	Summer 1948
TRAVERS, Henry	1	Spring 1947
TREVOR, Claire	7	Spring 1947
TUFTS, Sonny	21	Spring 1948
TURNER, Lana	34	Summer 1948
TYLER, Beverly	5	Spring 1948
VALLI	3	Winter 1947
VERA-ELLEN	5	Summer 1948
WALKER, Robert	25	Spring 1948
WARING, Fred, & Pennsylvanians	11	Autumn 1947
WARRICK, Ruth	3	Summer 1948
WAYNE, John	29	Spring 1948
WEBB, Clifton	19	Summer 1948
WELLES, Orson	17	Summer 1948
WILDE, Cornel	31	Spring 1948
WILLIAMS, Bill	6	Spring 1948
WILLIAMS, Esther	40	Summer 1948
WINNINGER, Charles	3	Summer 1947
WOOLLEY, Monty	15	Spring 1948
WRIGHT, Teresa	15	Summer 1948
WYMAN, Jane	21	Spring 1948
WYNN, Keenan	16	Spring 1948
YOUNG, Loretta	32	Summer 1948
YOUNG, Robert	29	Summer 1948

CONTINUING AUDIT OF MARQUEE VALUES

UPPER PRICE AUDIT

The group upon which the Upper Price Audit is based constitutes the following: Movie-goers in the New York City area who spend on the average 65 cents or more for their tickets, plus movie-goers in other cities over 500,000 in population who on the average spend 60 cents or more, plus those in cities of 100,000 to 500,000 who on the average pay 55 cents or more, plus those in cities and towns under 100,000 who on the average pay 50 cents or more. This group *as a whole* pays an *average* price of 70 cents per ticket, and the dollars they spend on motion pictures amounts to about 60 per cent of the total motion picture gross at the box office.

The average price per ticket paid by those movie-goers not included in the Upper Price Audit is about 42 cents. These people account for about 40 cents out of each dollar spent at the box office.

It is well to point out that the Upper Price Audit inevitably shows up some characteristics of a star's following other than price paid alone. For example, we find that movie-goers in the 12 through 17 age group pay somewhat less on the average than is true of older movie-goers, which means that the Upper Price Audit consists of movie-goers, who on the average are older than people in the total audience. This in turn means that stars who are particularly strong among younger movie-goers are likely to be lower in the Upper Price Audit than in the regular Audit. Correspondingly, stars who are particularly strong among older movie-goers are likely to be higher in the Upper Price Audit than in the regular Audit.

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT SUMMER 1948	REGULAR AUDIT SUMMER 1948	DIFFERENCE
BERGMAN, Ingrid	49	46	+ 3
WILLIAMS, Esther	39	40	- 1
HAYWORTH, Rita	38	38	-
ALLYSON, June	36	38	- 2
JONES, Jennifer	36	34	+ 2
STANWYCK, Barbara	35	34	+ 1
TURNER, Lana	34	34	-
YOUNG, Loretta	34	32	+ 2
GRABLE, Betty	33	35	- 2
HUTTON, Betty	33	36	- 3
TIERNEY, Gene	33	31	+ 2
DAVIS, Bette	32	30	+ 2
GODDARD, Paulette	32	32	-
CRAWFORD, Joan	29	27	+ 2
GARLAND, Judy	29	30	- 1
DUNNE, Irene	28	26	+ 2
SHERIDAN, Ann	28	29	- 1
DE HAVILLAND, Olivia	27	26	+ 1
FONTAINE, Joan	26	25	+ 1
HAYWARD, Susan	25	25	-
TEMPLE, Shirley	25	29	- 4
HEPBURN, Katharine	24	22	+ 2
MC GUIRE, Dorothy	23	21	+ 2
DAY, Laraine	22	21	+ 1
LAMARR, Hedy	22	23	- 1
LUPINO, Ida	22	21	+ 1
CAULFIELD, Joan	21	20	+ 1
GRAYSON, Kathryn	18	17	+ 1

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT SUMMER 1948	REGULAR AUDIT SUMMER 1948	DIFFERENCE
LOY, Myrna	18	19	- 1
TAYLOR, Elizabeth	18	19	- 1
ARTHUR, Jean	17	15	+ 2
BAXTER, Anne	17	17	-
DURBIN, Deanna	17	19	- 2
BARRYMORE, Ethel	16	14	+ 2
WRIGHT, Teresa	16	15	+ 1
ANDREWS SISTERS	15	17	- 2
MAYO, Virginia	15	16	- 1
CANOVA, Judy	14	16	- 2
HENIE, Sonja	14	16	- 2
O'SULLIVAN, Maureen	14	12	+ 2
LAKE, Veronica	13	15	- 2
GARDNER, Ava	12	13	- 1
POWELL, Jane	12	15	- 3
BLAIR, Janet	11	11	-
DE HAVEN, Gloria	11	12	- 1
FITZGERALD, Geraldine	10	10	-
HAVOC, June	10	10	-
HUNT, Marsha	10	10	-
LANGFORD, Frances	10	11	- 1
BLYTH, Ann	9	9	-
CUMMINS, Peggy	9	9	-
MONTEZ, Maria	9	9	-
FOSTER, Susanna	8	9	- 1
PARKER, Eleanor	7	6	+ 1
STAFFORD, Jo	7	8	- 1
DVORAK, Ann	6	5	+ 1

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT SUMMER 1948	REGULAR AUDIT SUMMER 1948	DIFFERENCE
GREER, Jane	6	5	+ 1
SCOTT, Martha	6	5	+ 1
TOTTER, Audrey	6	6	-
VERA-ELLEN	6	5	+ 1
BENNETT, Constance	5	5	-
BRITTON, Barbara	5	5	-
CHAPMAN, Marguerite	5	5	-
HOLM, Celeste	5	5	-
DEL RIO, Dolores	4	3	+ 1
PATRICK, Gail	4	4	-
STORM, Gale	4	5	- 1
DREW, Ellen	3	3	-
HARDING, Ann	3	3	-
LOCKHART, Gene	3	3	-
LOCKWOOD, Margaret	3	3	-
WARRICK, Ruth	3	3	-
ALLBRITTON, Louise	2	2	-
CUMMINGS, Constance	1	1	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT SUMMER 1948	REGULAR AUDIT SUMMER 1948	DIFFERENCE
CROSBY, Bing	52	53	- 1
PECK, Gregory	51	48	+ 3
TRACY, Spencer	50	46	+ 4
COOPER, Gary	48	48	-
GRANT, Cary	47	46	+ 1
HOPE, Bob	45	46	- 1
LADD, Alan	44	48	- 4
BOGART, Humphrey	43	45	- 2
MILLAND, Ray	42	40	+ 2
COTTEN, Joseph	41	39	+ 2
GABLE, Clark	41	42	- 1
STEWART, James	40	39	+ 1
ANDREWS, Dana	39	39	-
MITCHUM, Robert	39	37	+ 2
GARFIELD, John	38	38	-
PIDGEON, Walter	37	34	+ 3
COLMAN, Ronald	34	31	+ 3
BENDIX, William	33	34	- 1
FLYNN, Errol	33	34	- 1
KELLY, Gene	33	33	-
CAGNEY, James	32	32	-
FITZGERALD, Barry	32	30	+ 2
FONDA, Henry	32	29	+ 3
FORD, Glenn	32	29	+ 3
MAC MURRAY, Fred	32	32	-
PARKS, Larry	32	34	- 2
TAYLOR, Robert	31	32	- 1
LANCASTER, Burt	29	28	+ 1

CONTUINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT SUMMER 1948	REGULAR AUDIT SUMMER 1948	DIFFERENCE
ROBINSON, Edward G.	29	29	-
JOHNSON, Van	28	32	- 4
YOUNG, Robert	28	29	- 1
MORGAN, Dennis	26	29	- 3
SCOTT, Randolph	26	29	- 3
HEFLIN, Van	25	22	+ 3
SKELTON, Red	25	32	- 7
HARRISON, Rex	23	21	+ 2
HODIAK, John	23	22	+ 1
LAWFORD, Peter	23	22	+ 1
MONTGOMERY, Robert	23	22	+ 1
ASTAIRE, Fred	22	22	-
CARSON, Jack	22	23	- 1
GREENSTREET, Sydney	22	20	+ 2
PAYNE, John	22	23	- 1
RAINS, Claude	22	18	+ 4
WEBB, Clifton	22	19	+ 3
DE WOLFE, Billy	21	21	-
BARRYMORE, Lionel	20	20	-
BEERY, Wallace	20	21	- 1
HENREID, Paul	19	16	+ 3
BOYER, Charles	18	17	+ 1
MADISON, Guy	18	20	- 2
MARCH, Fredric	18	16	+ 2
DRAKE, Tom	17	19	- 2
MARX BROTHERS	17	18	- 1
RATHBONE, Basil	17	14	+ 3
SANDERS, George	17	14	+ 3

CONTINUING AUDIT OF MARQUEE VALUES

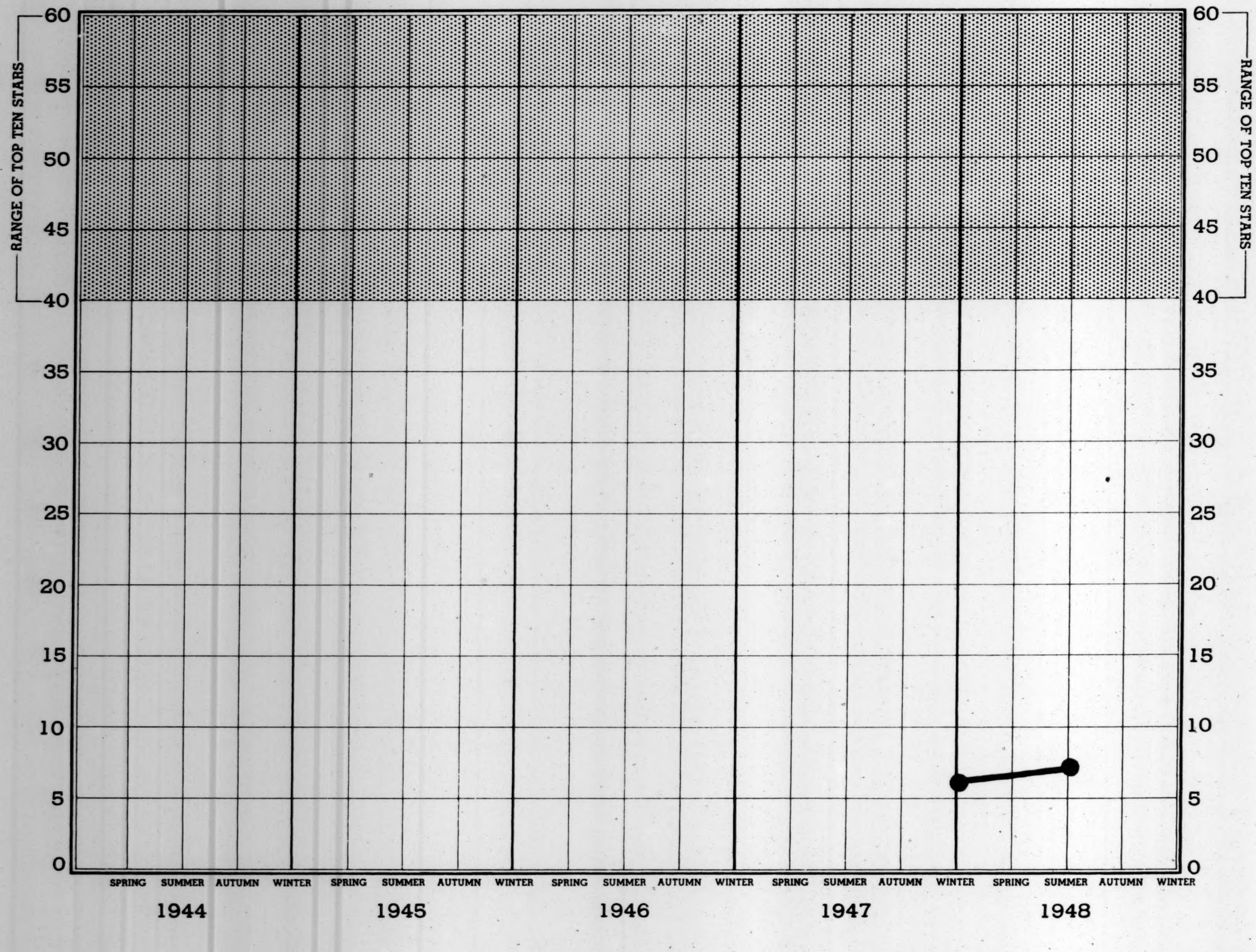
ACTORS	UPPER PRICE AUDIT SUMMER 1948	REGULAR AUDIT SUMMER 1948	DIFFERENCE
SINATRA, Frank	17	18	- 1
WELLES, Orson	17	17	-
DAILEY, Dan	16	16	-
DONLEVY, Brian	16	15	+ 1
LAUGHTON, Charles	16	13	+ 3
MASON, James	16	15	+ 1
MATURE, Victor	16	16	-
MURPHY, George	16	15	+ 1
OLIVIER, Sir Laurence	16	13	+ 3
TONE, Franchot	16	15	+ 1
EDDY, Nelson	15	13	+ 2
MC ALLISTER, Lon	15	15	-
MELCHIOR, Lauritz	15	12	+ 3
MONTGOMERY, George	15	15	-
DAY, Dennis	14	15	- 1
KARLOFF, Boris	14	15	- 1
LEVANT, Oscar	14	14	-
AMECHE, Don	13	13	-
MC CREA, Joel	13	13	-
MORGAN, Henry	13	12	+ 1
PRICE, Vincent	13	11	+ 2
MARTIN, Tony	12	13	- 1
DOUGLAS, Melvyn	11	11	-
HALL, Jon	11	11	-
RYAN, Robert	11	10	+ 1
STEVENS, Mark	11	12	- 1
DURYEA, Dan	10	9	+ 1
HOLDEN, William	9	9	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT SUMMER 1948	REGULAR AUDIT SUMMER 1948	DIFFERENCE
MEREDITH, Burgess	9	8	+ 1
PRESTON, Robert	9	10	- 1
QUINN, Anthony	9	9	-
TAMIROFF, Akim	9	7	+ 2
ALDA, Robert	8	7	+ 1
AUMONT, Jean Pierre	8	7	+ 1
COBB, Lee J.	8	7	+ 1
DE FORE, Don	8	7	+ 1
GLEASON, James	8	7	+ 1
LUND, John	8	9	- 1
AGAR, John	7	7	-
BICKFORD, Charles	7	6	+ 1
DE CORDOVA, Arturo	7	6	+ 1
DONAT, Robert	7	6	+ 1
HORTON, Edward Everett	7	6	+ 1
SULLIVAN, Barry	7	6	+ 1
THOMAS, Danny	7	7	-
TIERNEY, Lawrence	7	7	-
AUTRY, Gene	6	11	- 5
DEVINE, Andy	6	9	- 3
GREENE, Richard	6	6	-
MENJOU, Adolphe	6	6	-
STONE, Lewis	6	5	+ 1
BURNETTE, Smiley	5	8	- 3
GRANGER, Stewart	5	5	-
HOMOLKA, Oscar	5	4	+ 1
RAYMOND, Gene	5	4	+ 1
CALHOUN, Rory	4	5	- 1

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT SUMMER 1948	REGULAR AUDIT SUMMER 1948	DIFFERENCE
CAREY, Macdonald	4	3	+ 1
CLARK, Buddy	4	5	- 1
HARDWICKE, Sir Cedric	4	3	+ 1
KNOX, Alexander	4	3	+ 1
PLATT, Marc	4	3	+ 1
ARMENDARIZ, Pedro	3	4	- 1
BOWMAN, Lee	3	3	-
BRUCE, Nigel	3	3	-
CHEVALIER, Maurice	2	2	-
DRAKE, Alfred	2	2	-
FERRER, Jose	2	2	-
GENN, Leo	2	2	-
GWENN, Edmund	2	2	-
MILLS, John	2	2	-
PARKER, Willard	2	2	-
RANDELL, Ron	2	2	-
SMITH, Kent	2	2	-
CULVER, Roland	1	1	-
RICHARDSON, Ralph	1	1	-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John AGAR

Robert ALDA

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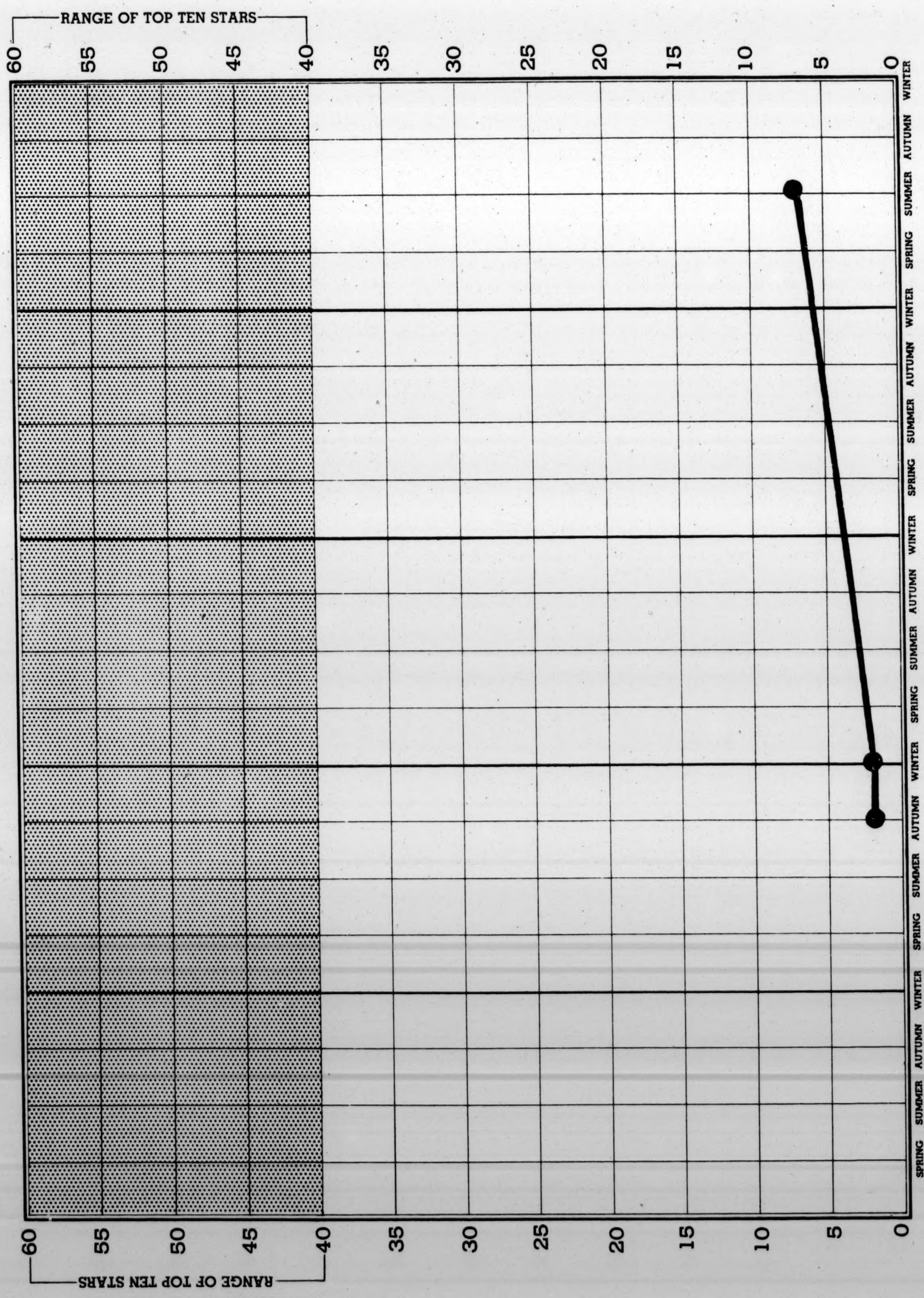
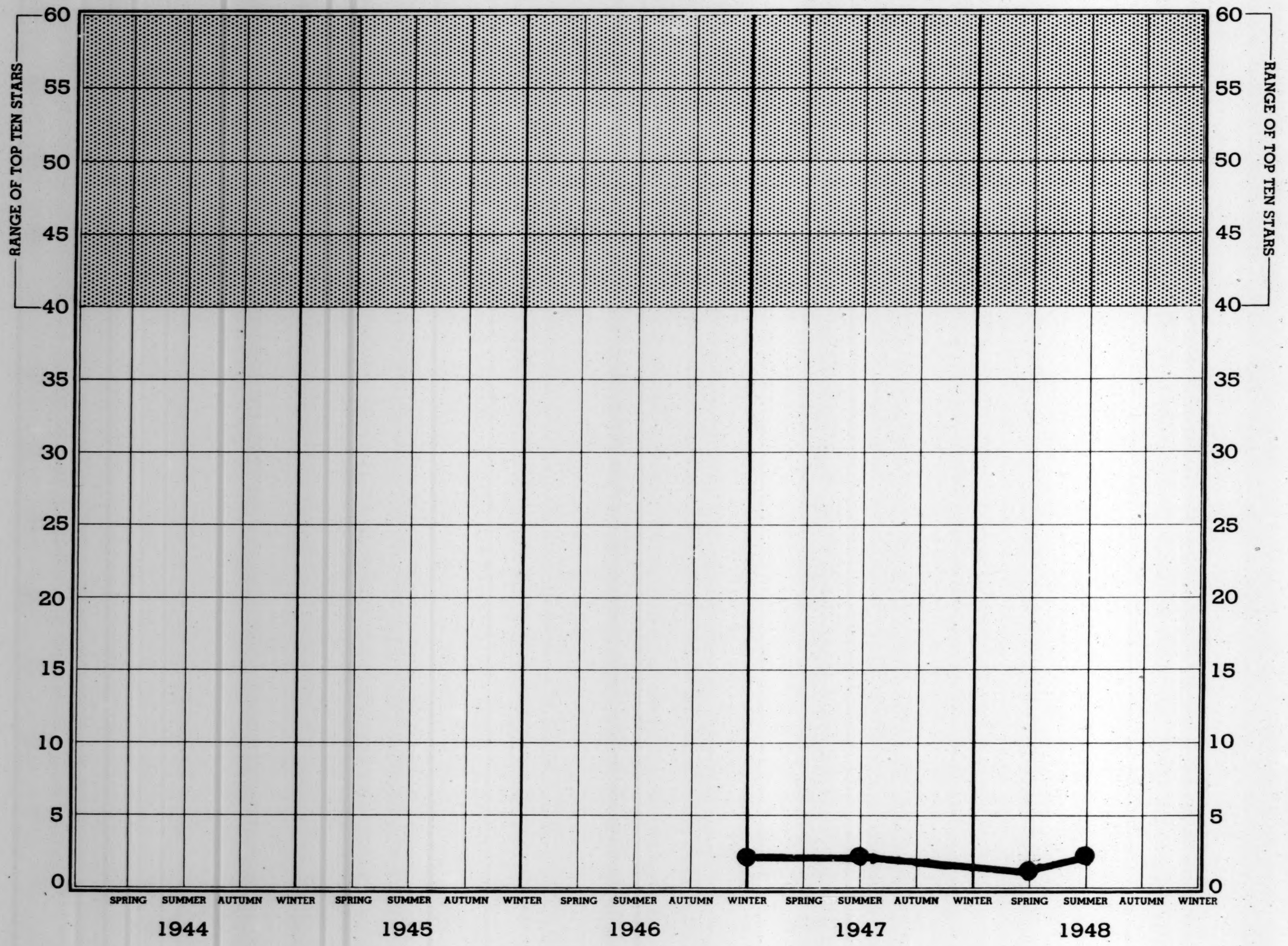
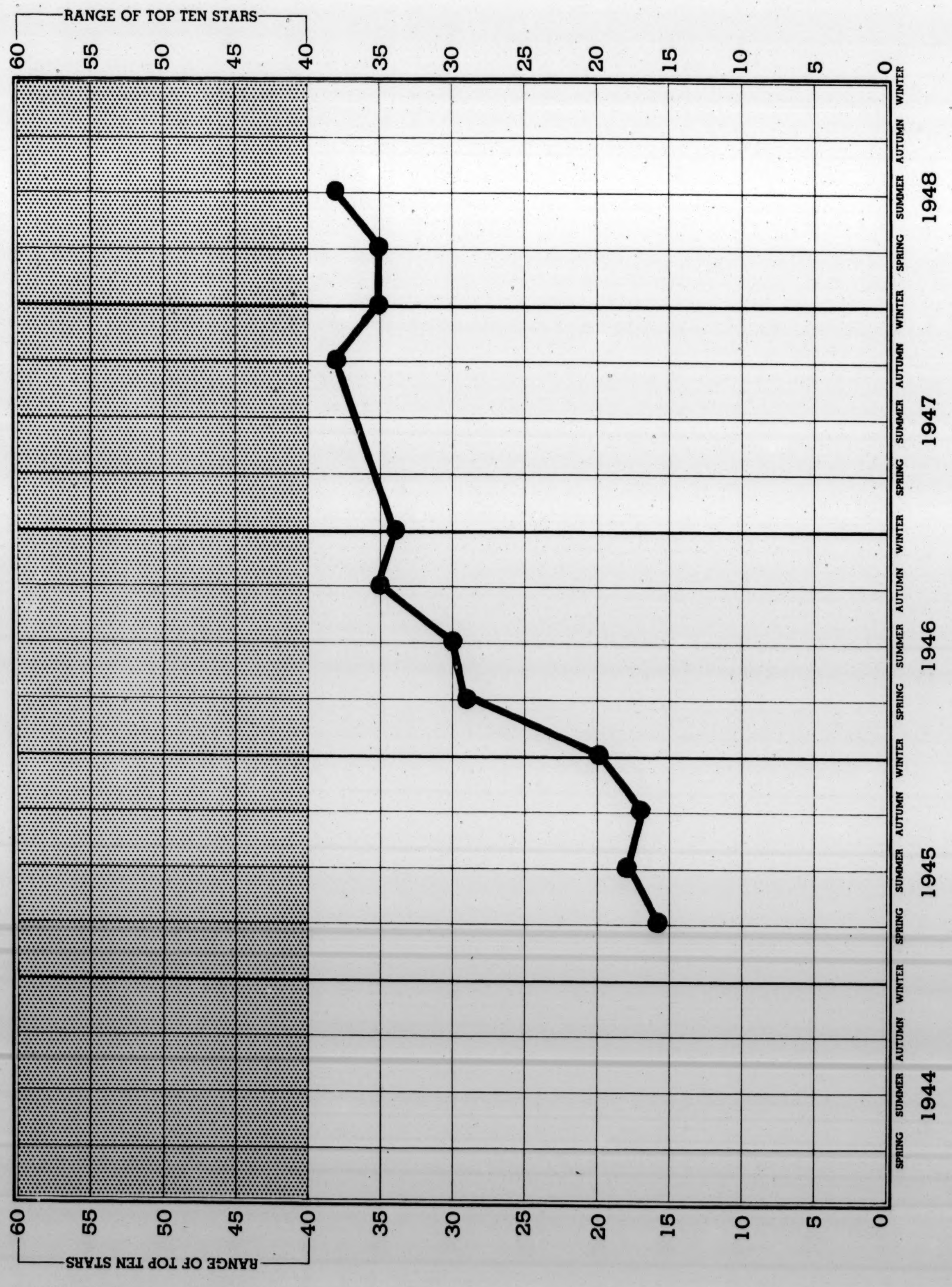




Louise ALLBRITTON

June ALLYSON



Don AMECHE

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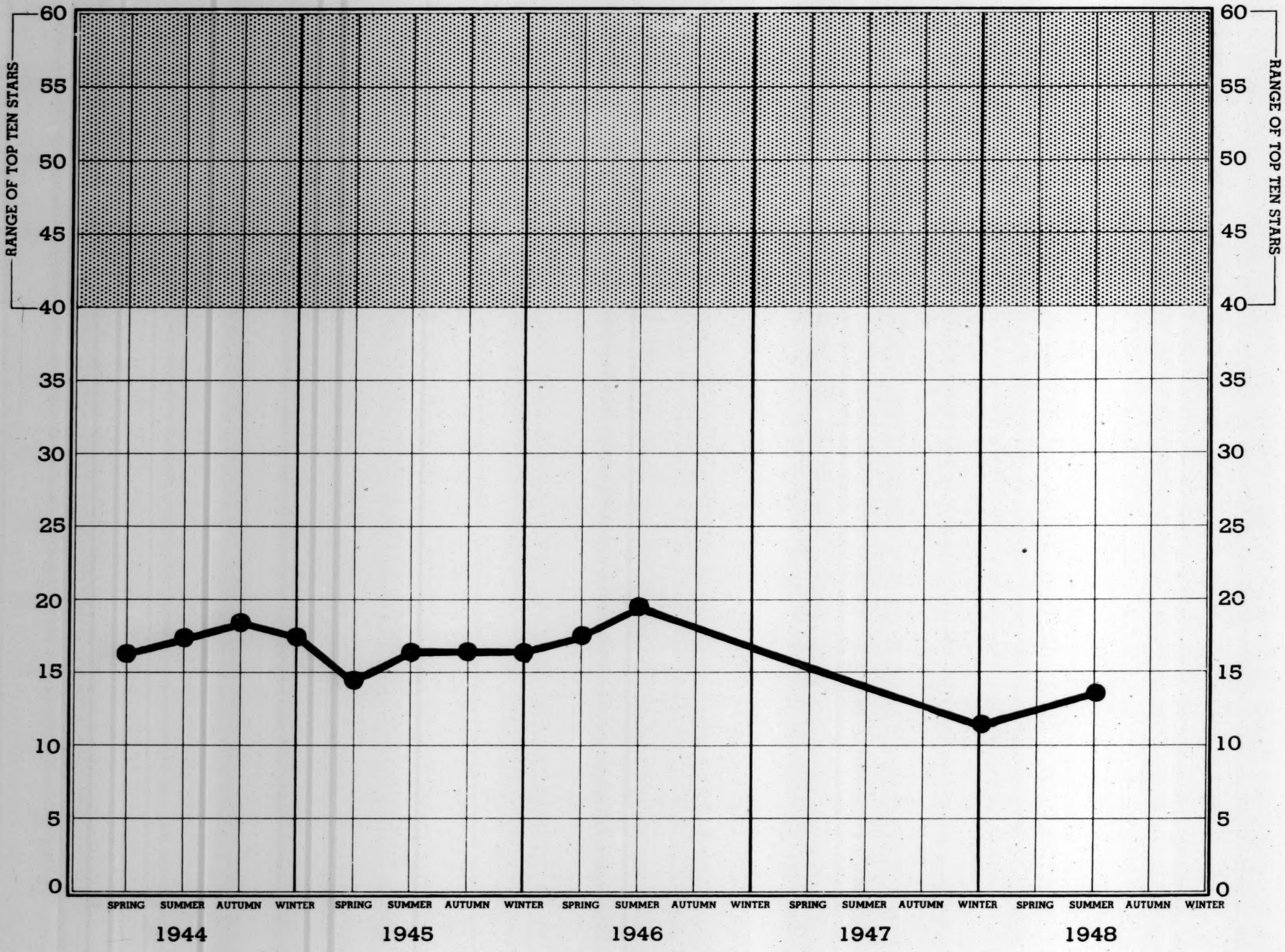
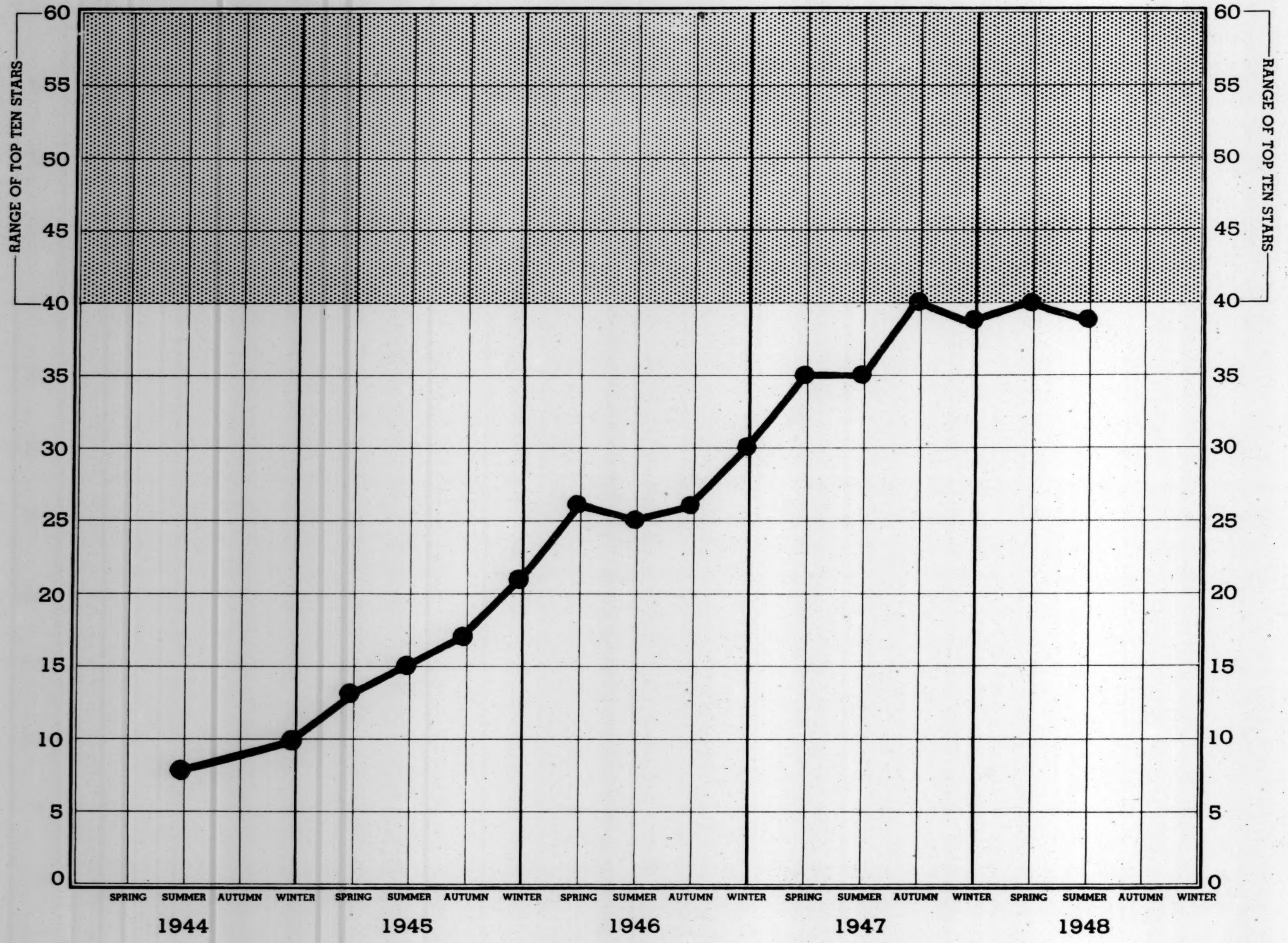
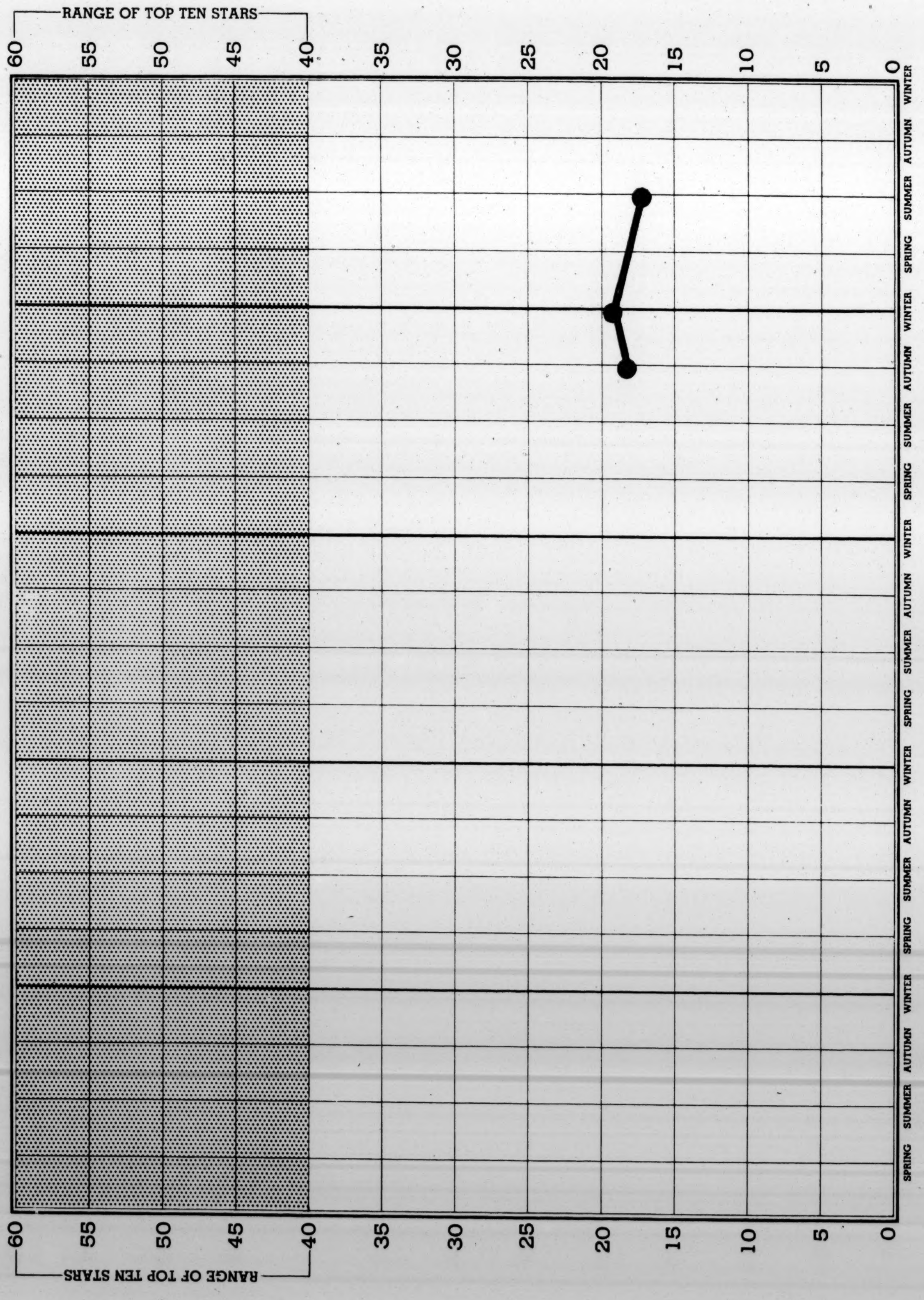


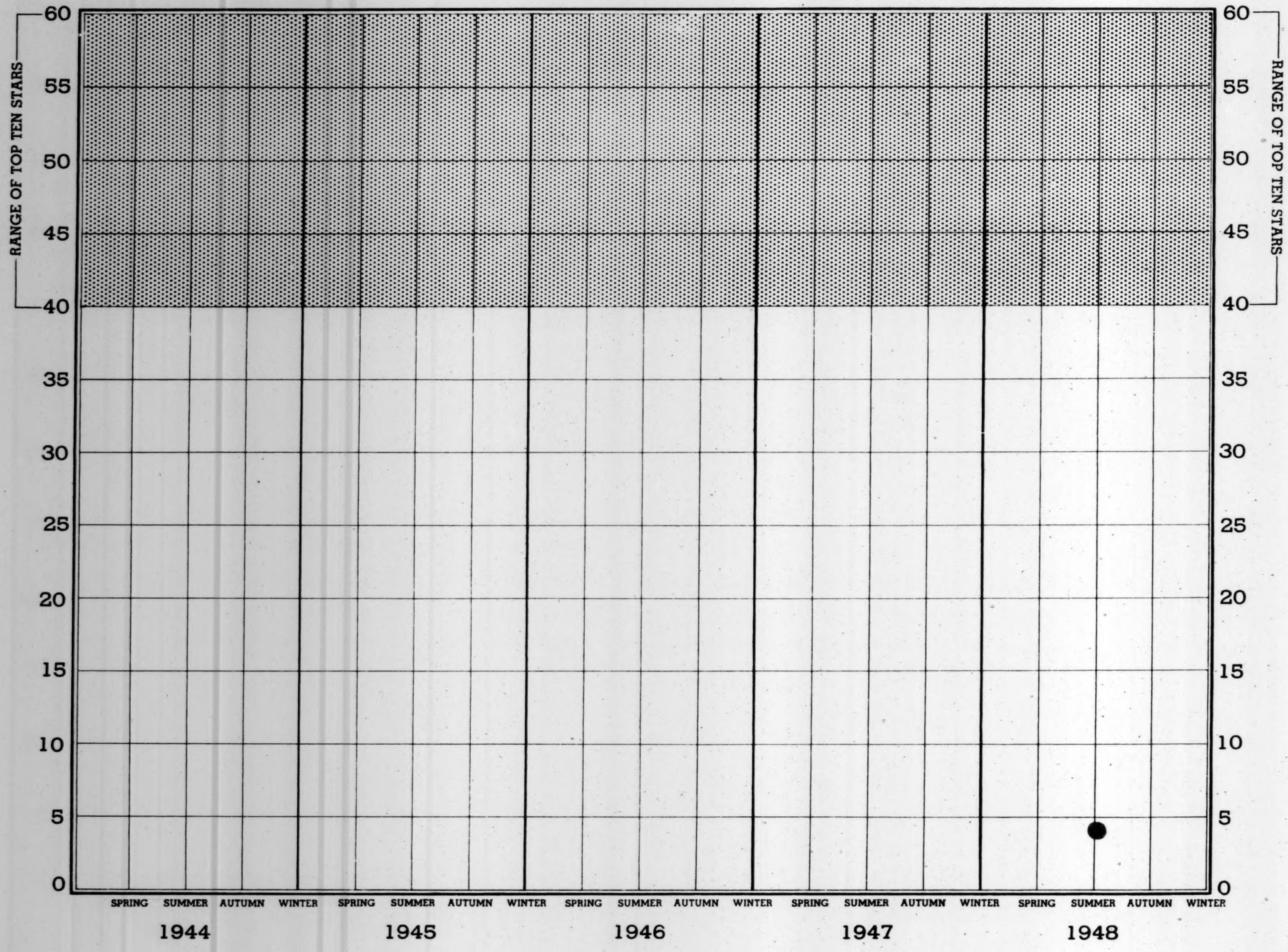


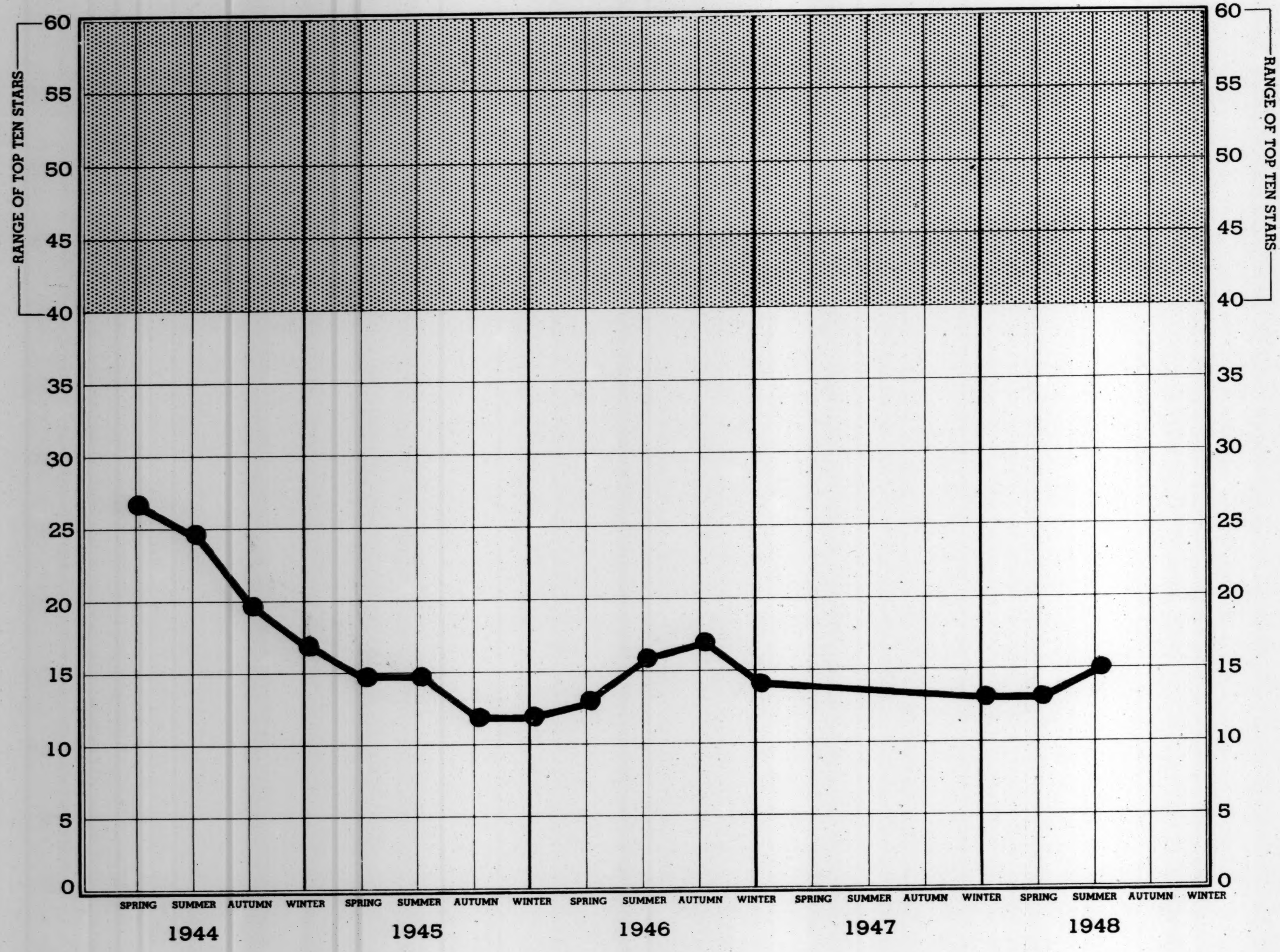
Dana ANDREWS

ANDREWS SISTERS



Pedro ARMENDARIZ

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Jean ARTHUR

Fred ASTAIRE

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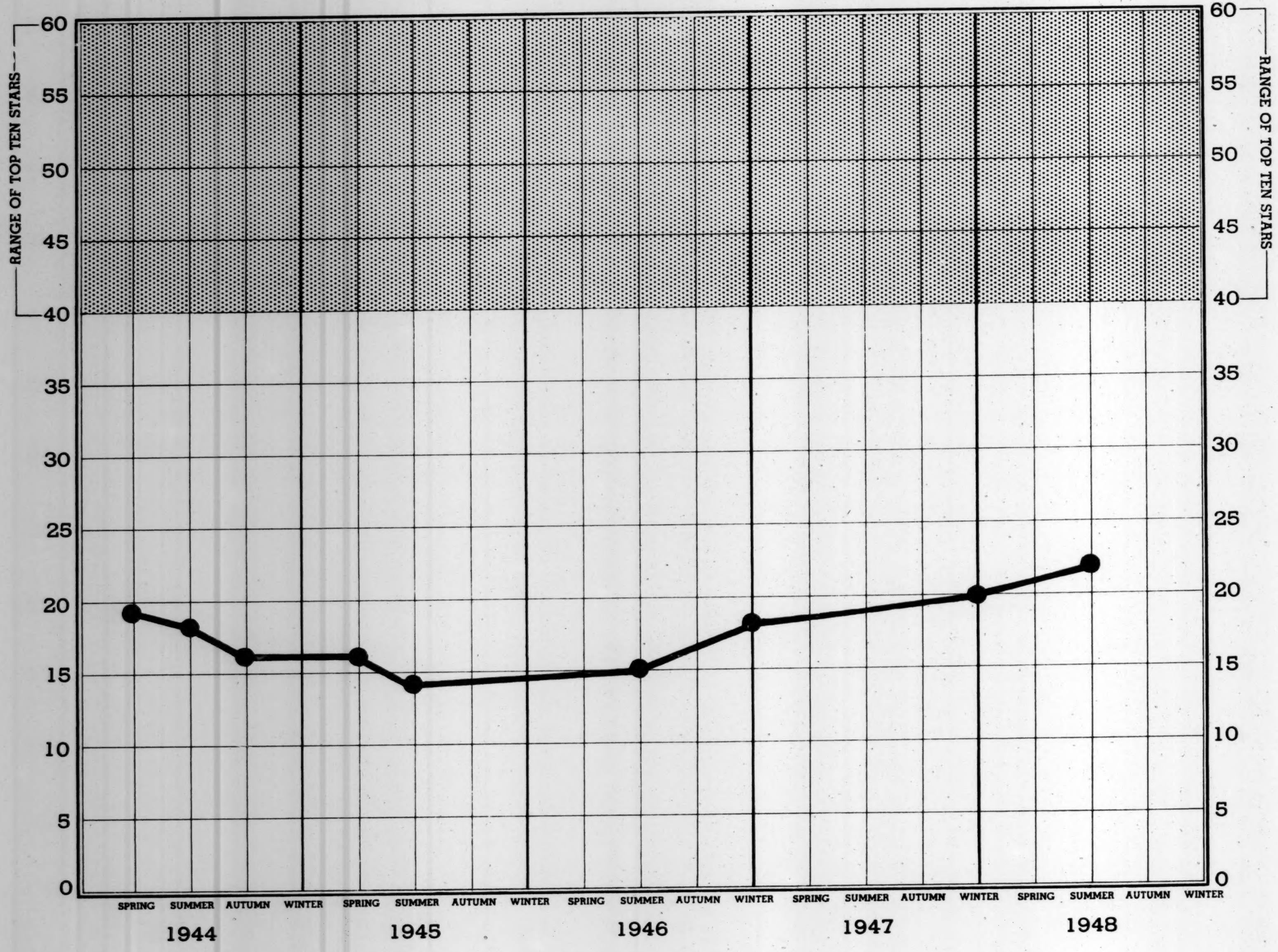
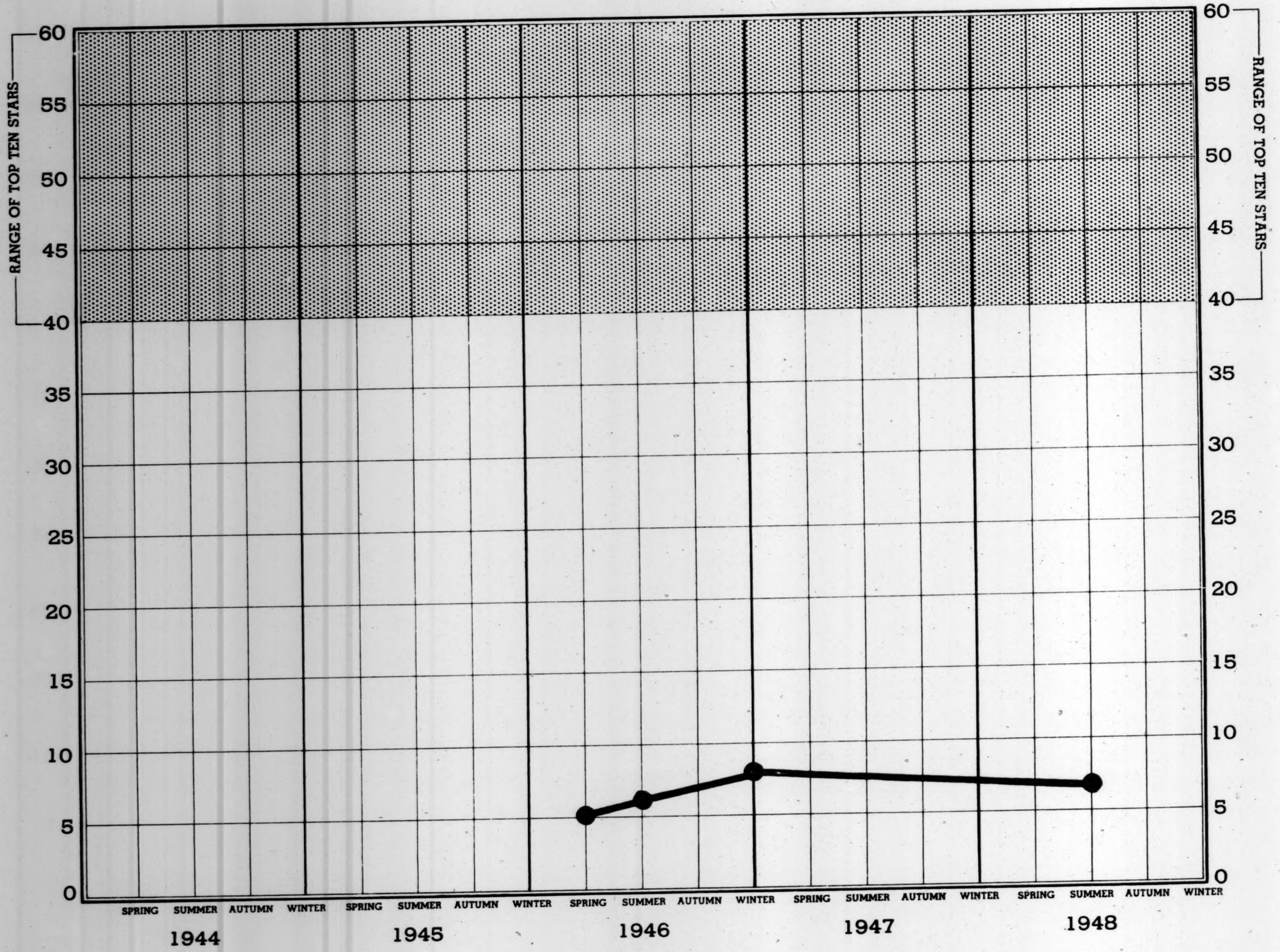
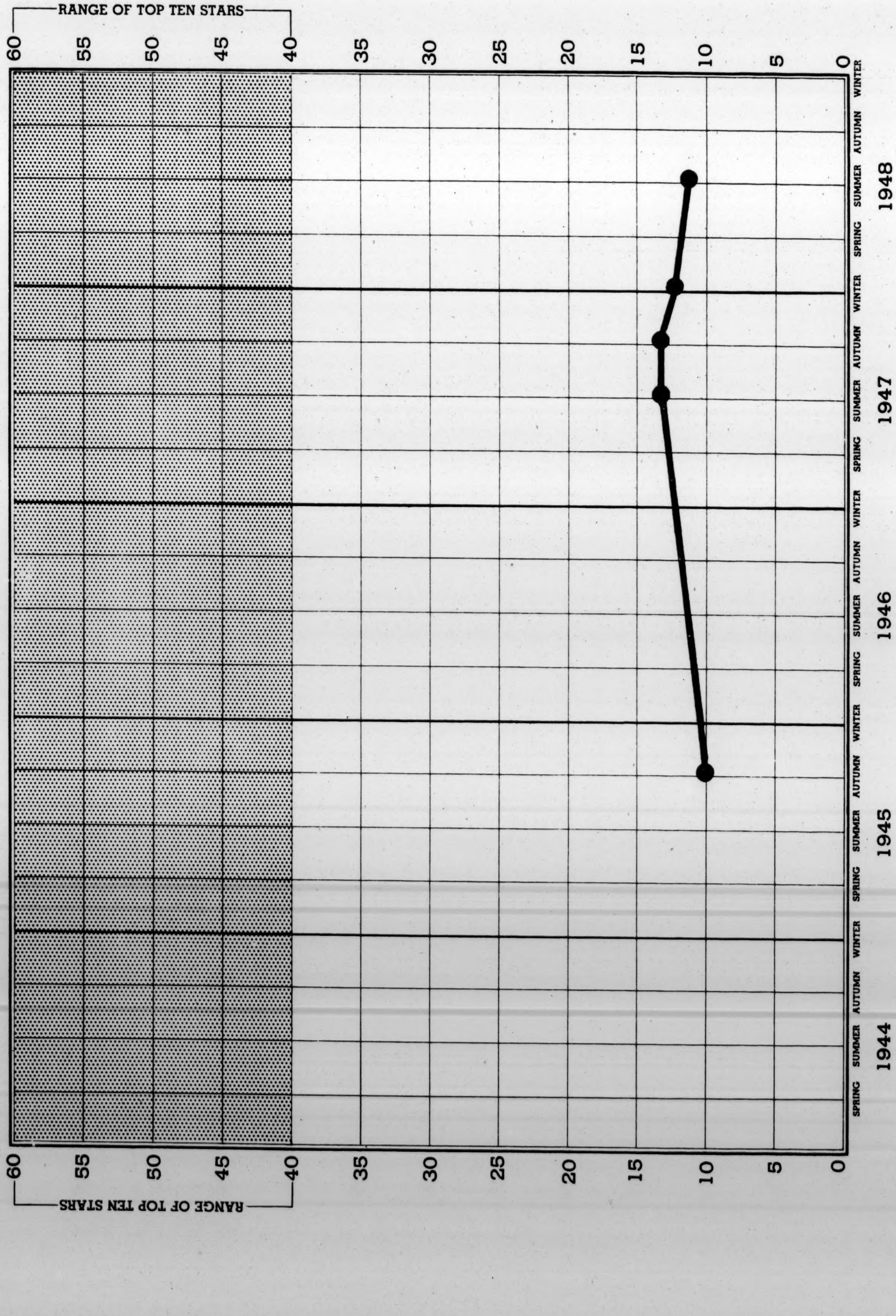




Jean Pierre AUMONT

Gene AUTRY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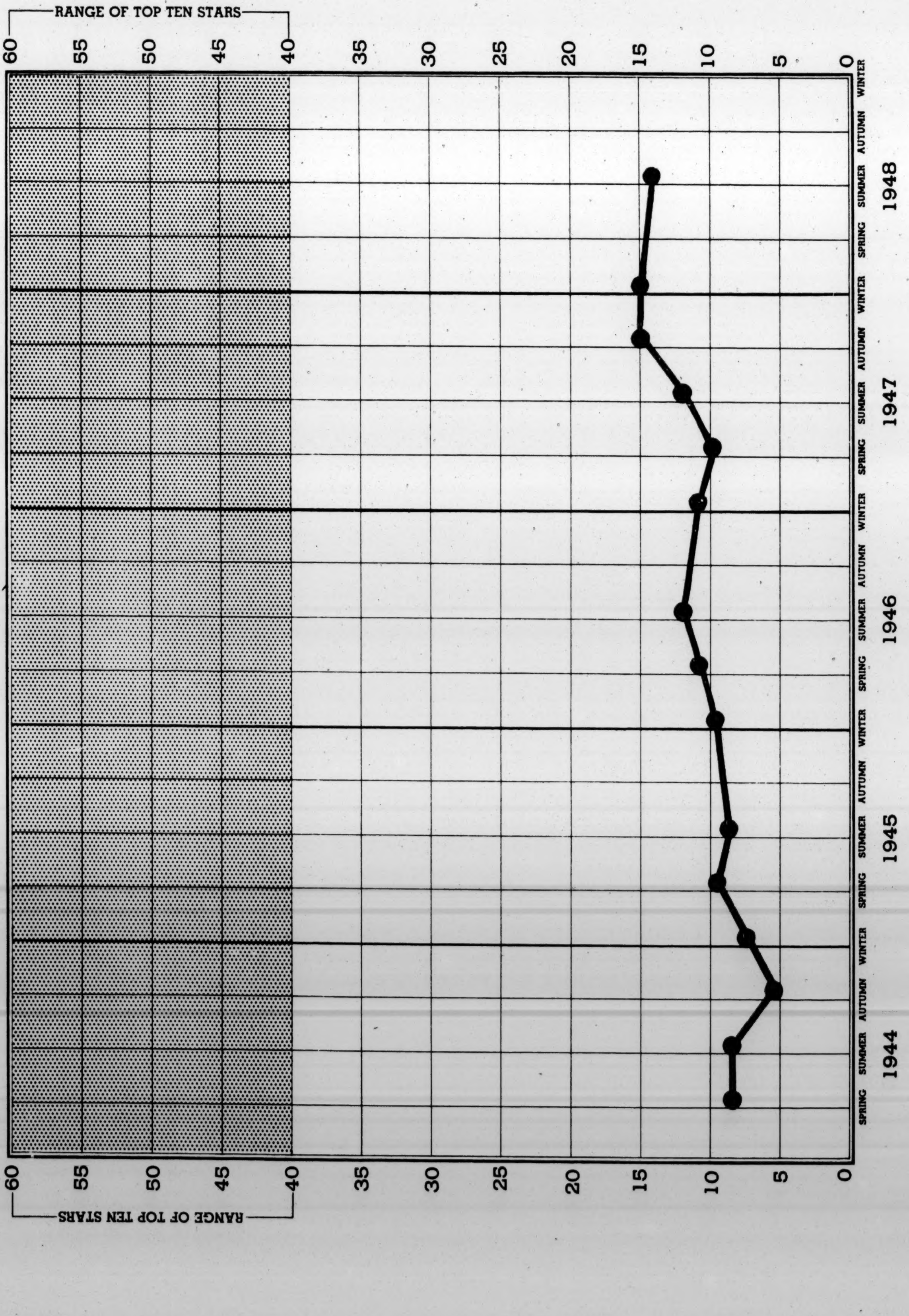
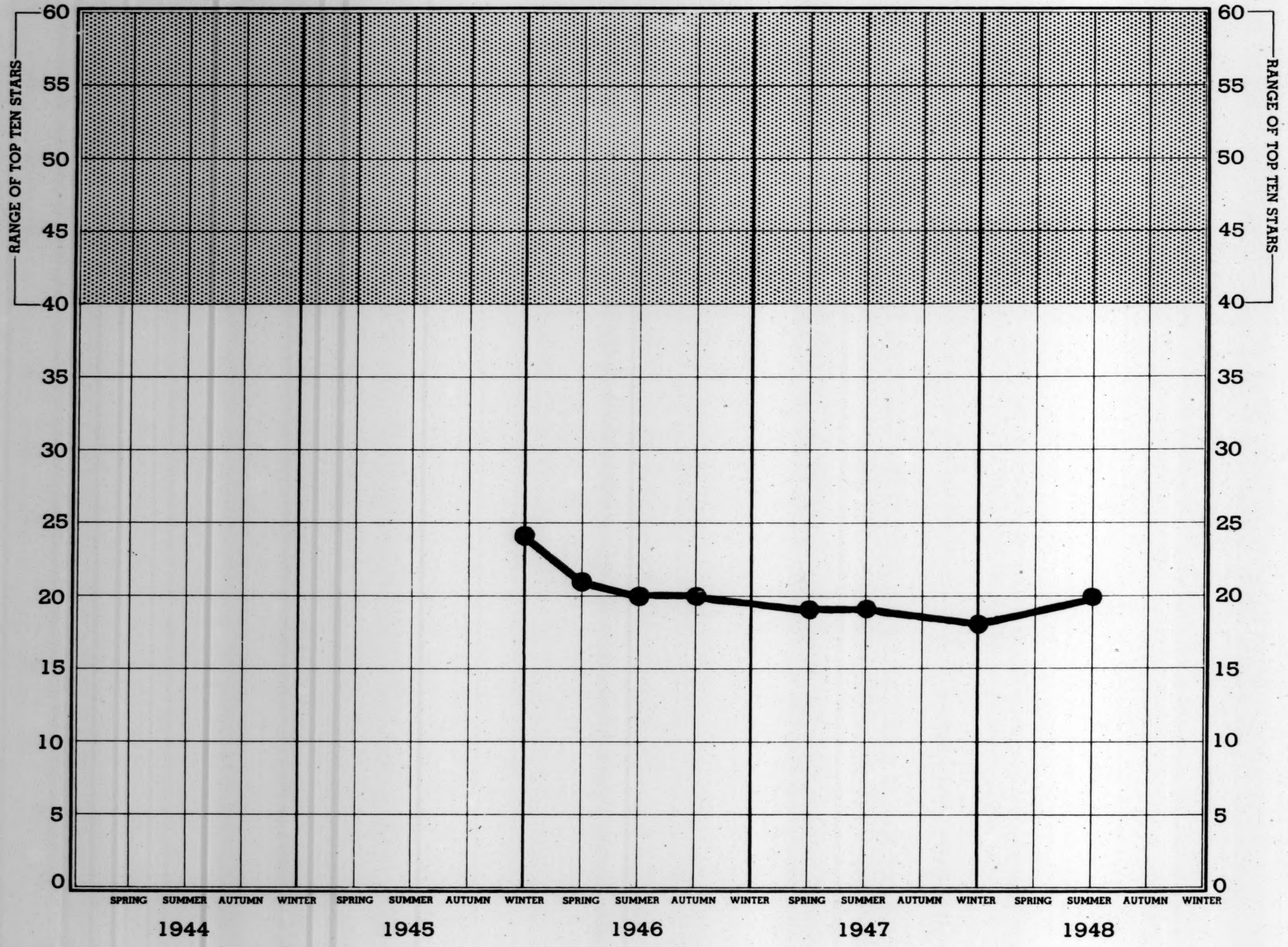
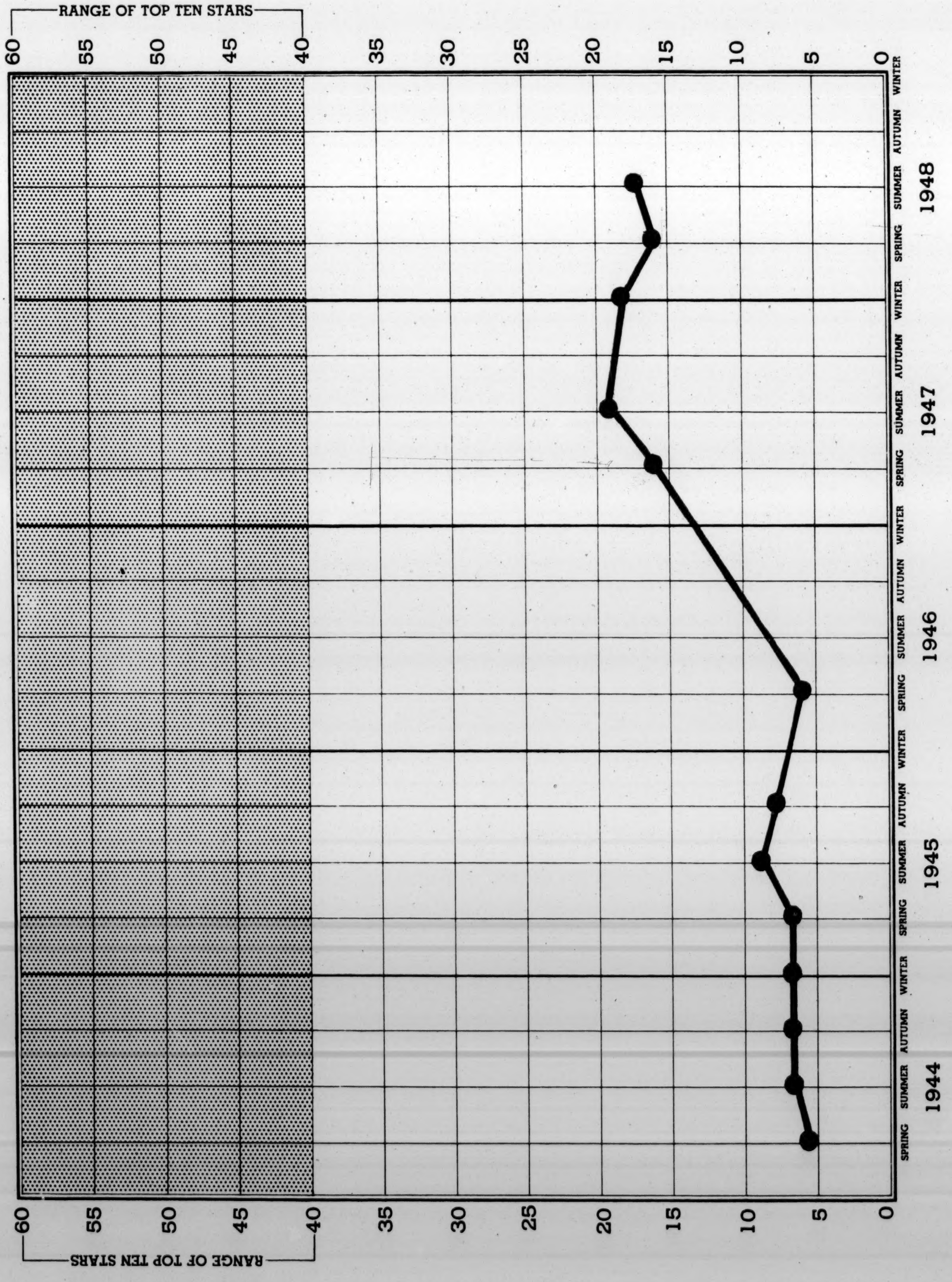
Ethel BARRYMORE



Lionel BARRYMORE



Anne BAXTER



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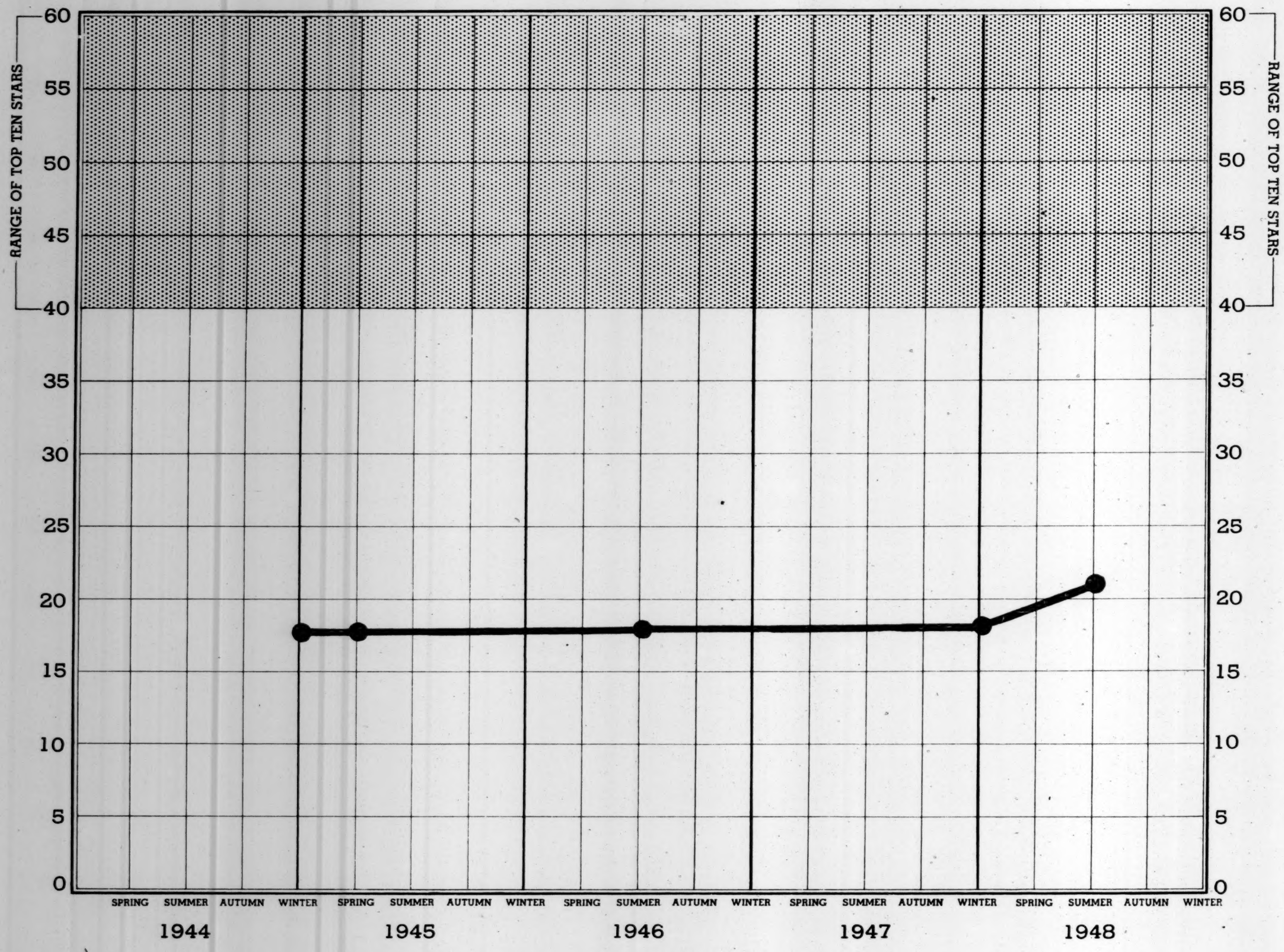
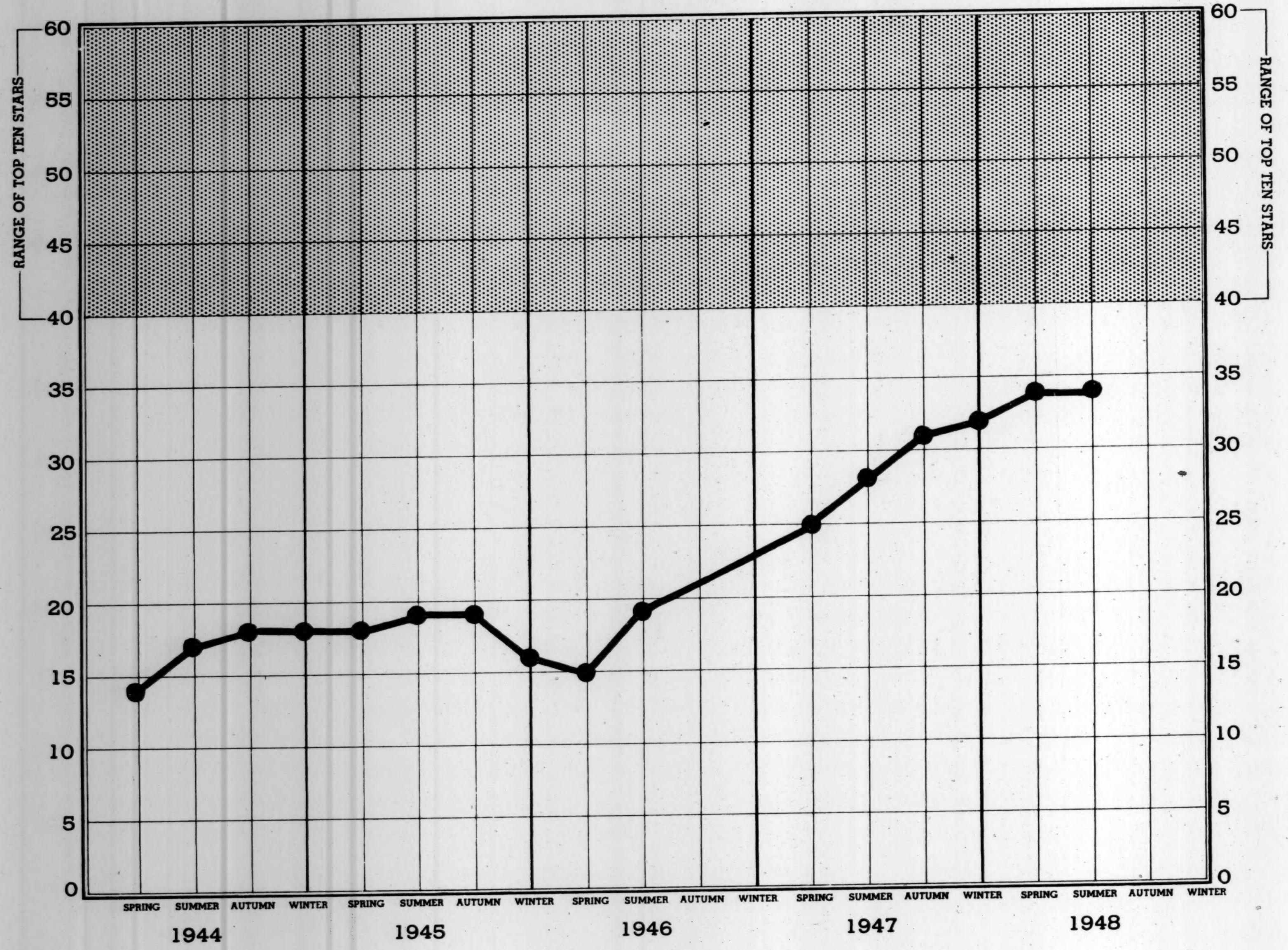
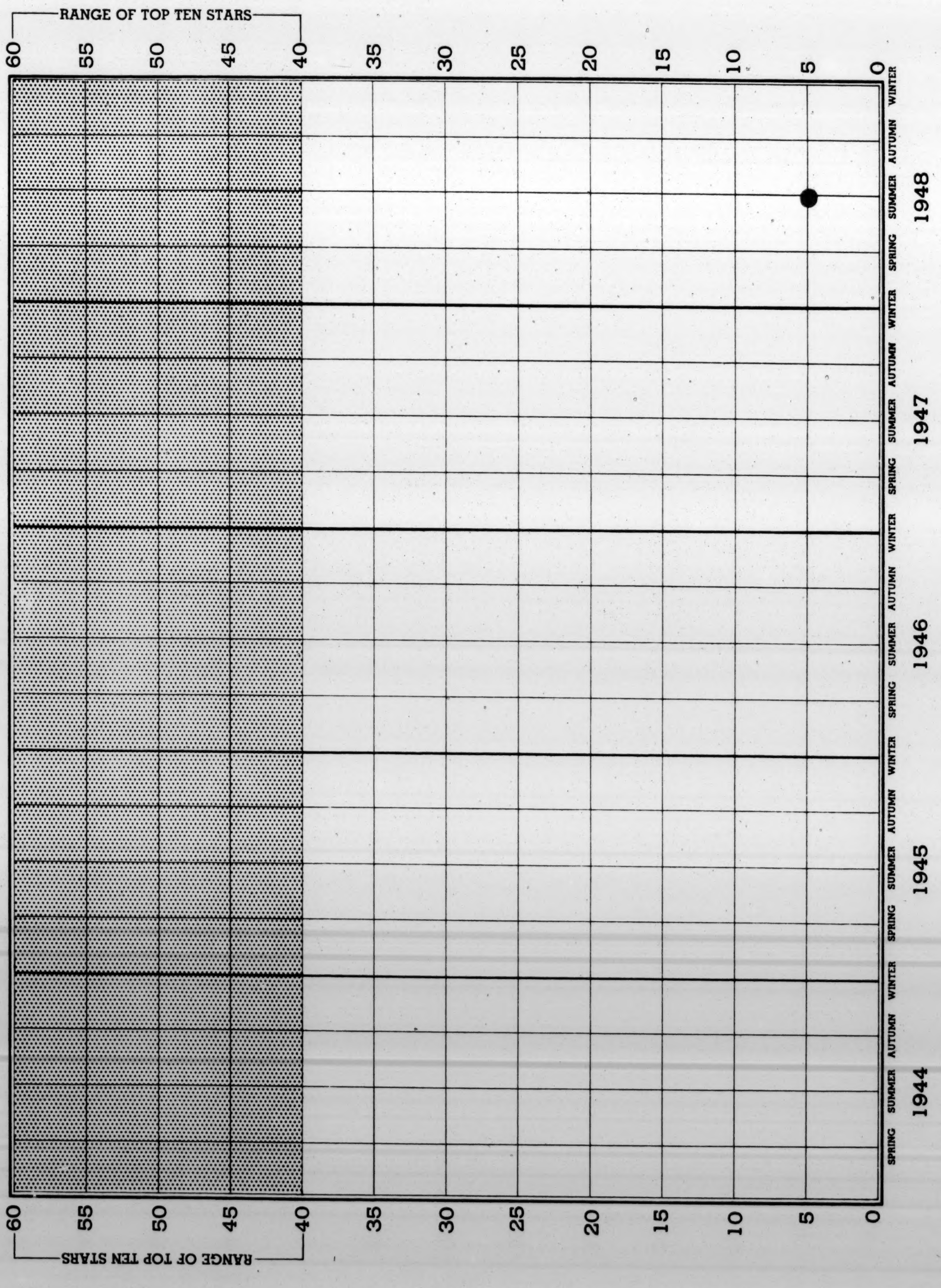


Wallace BEERY

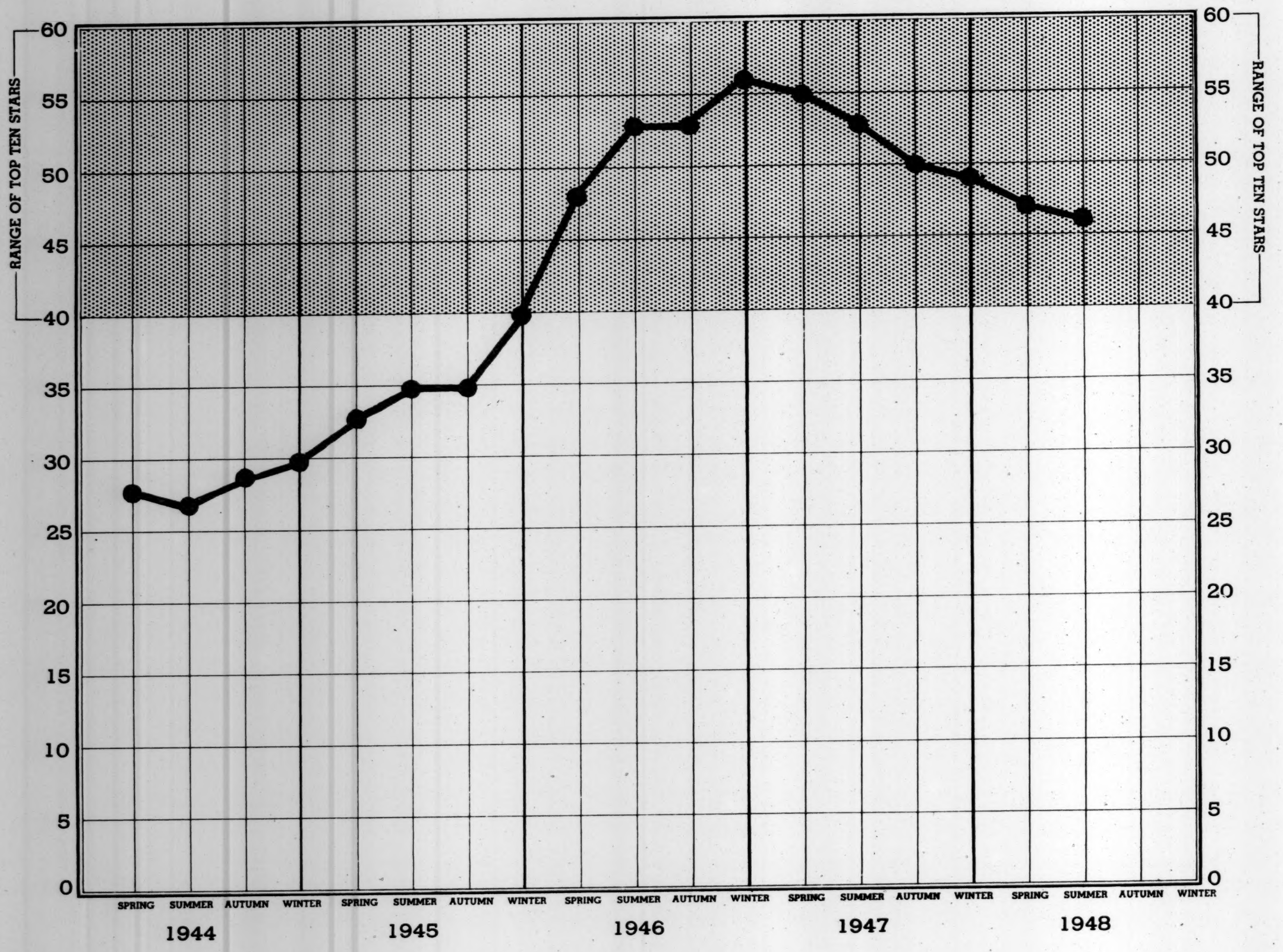
William BENDIX



Constance BENNETT



Ingrid BERGMAN



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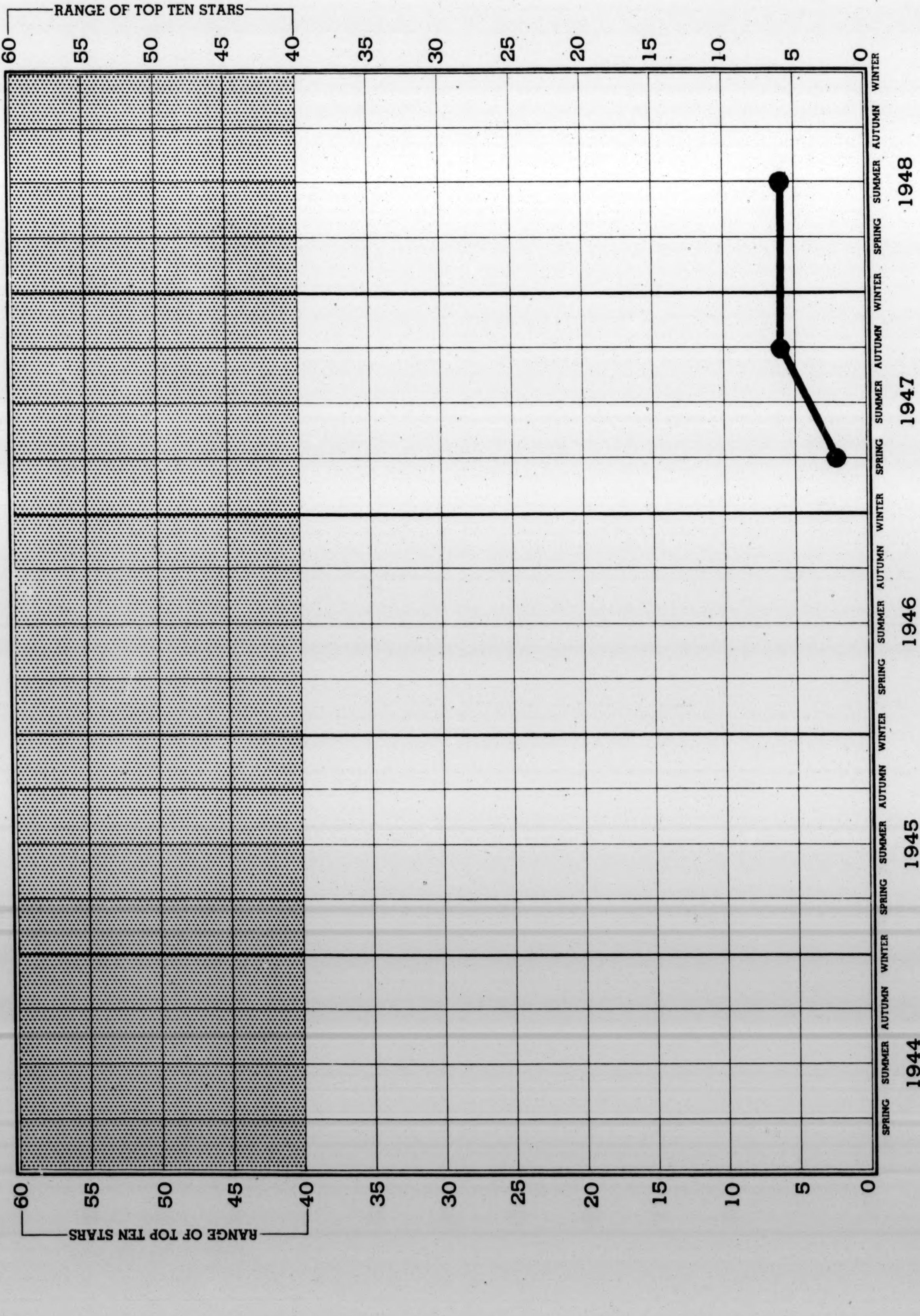

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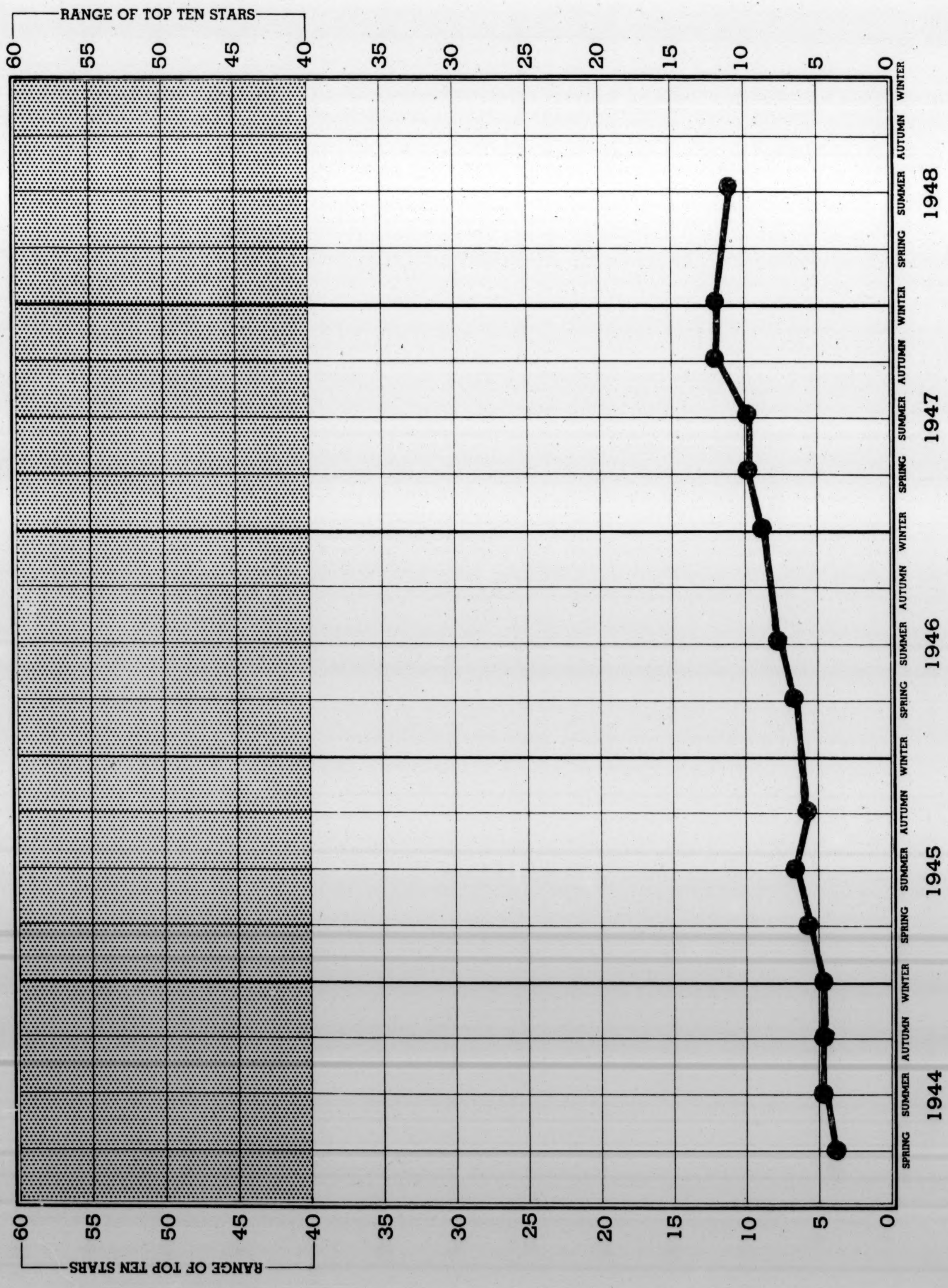

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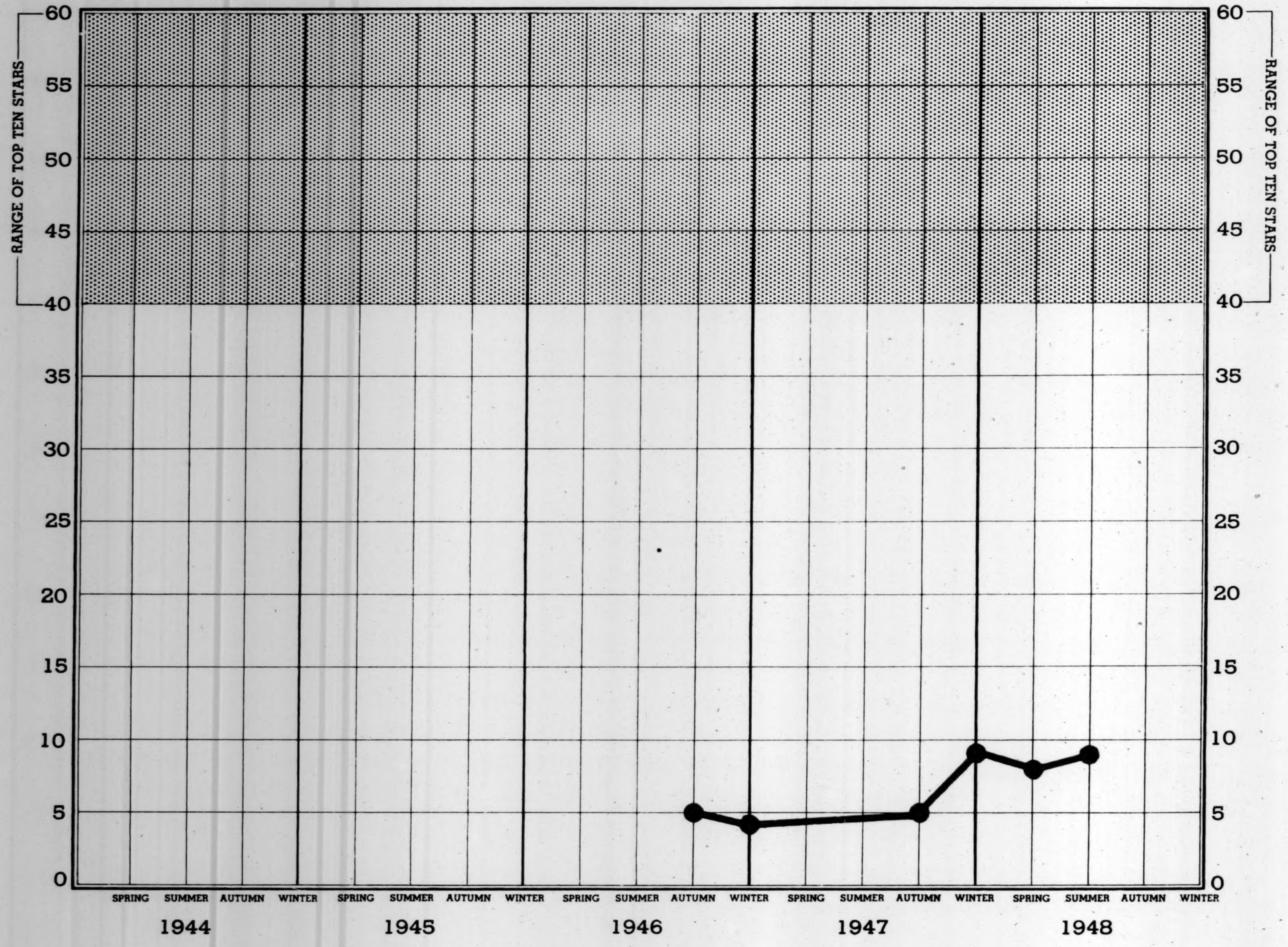
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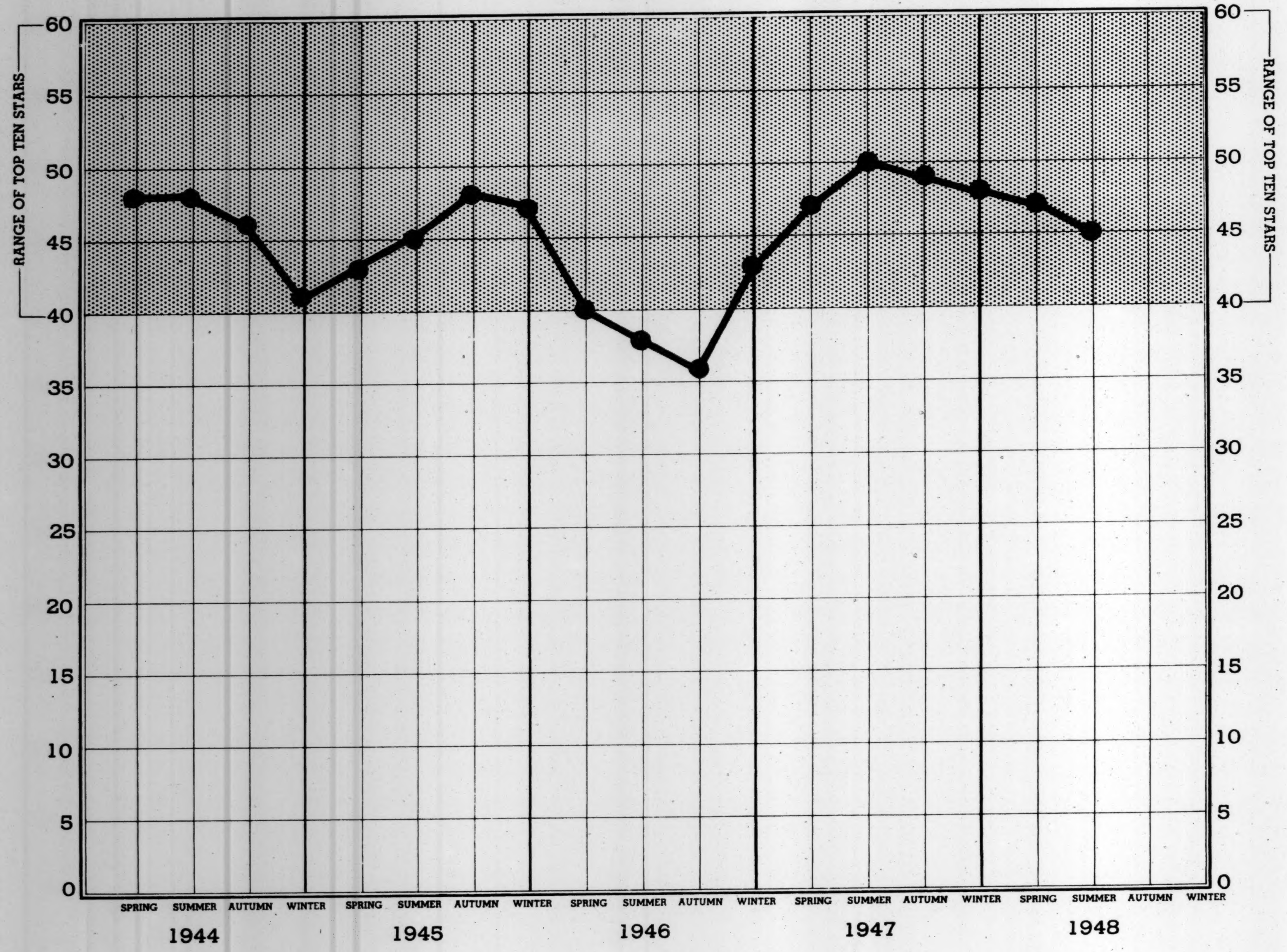

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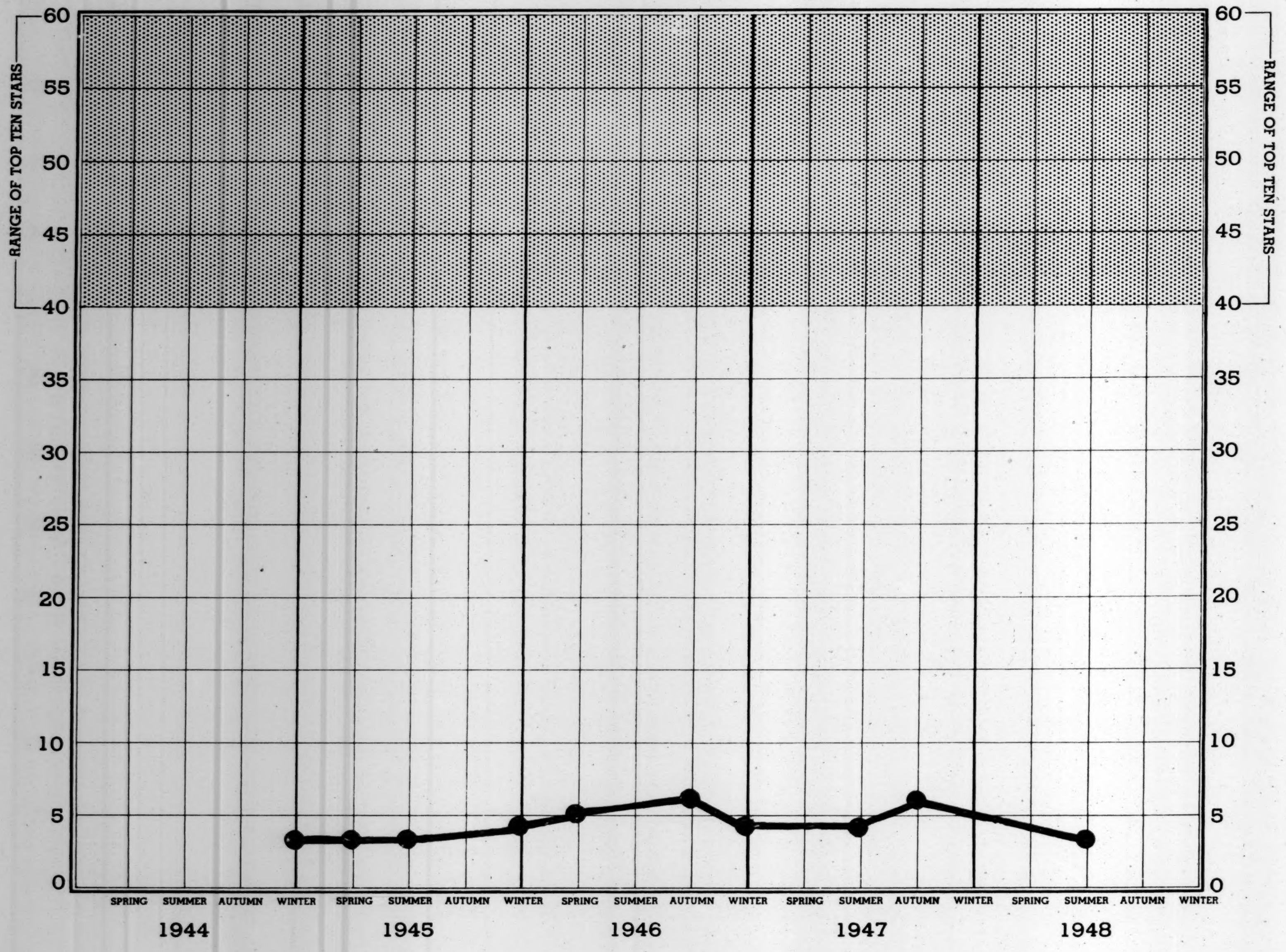
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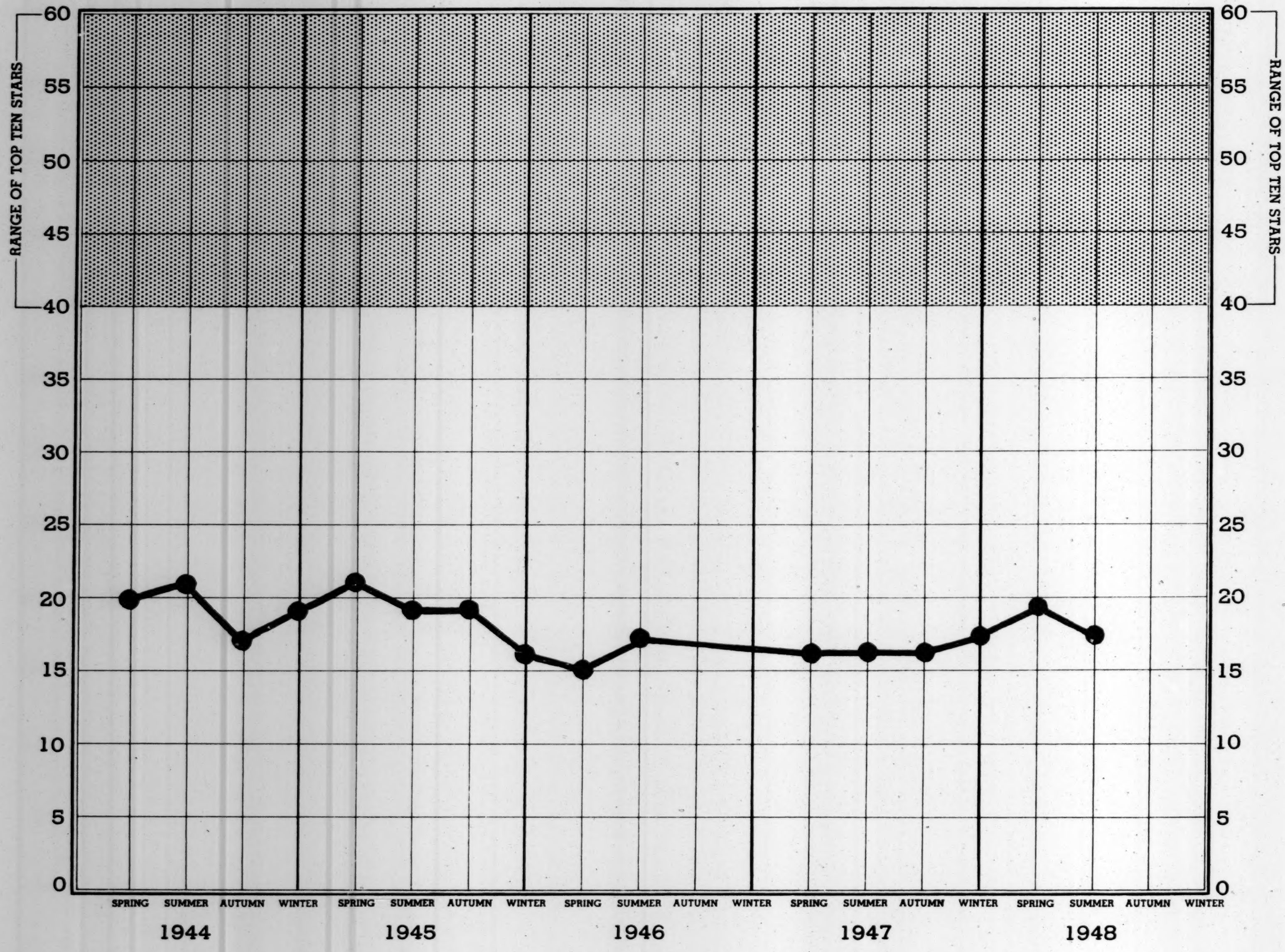

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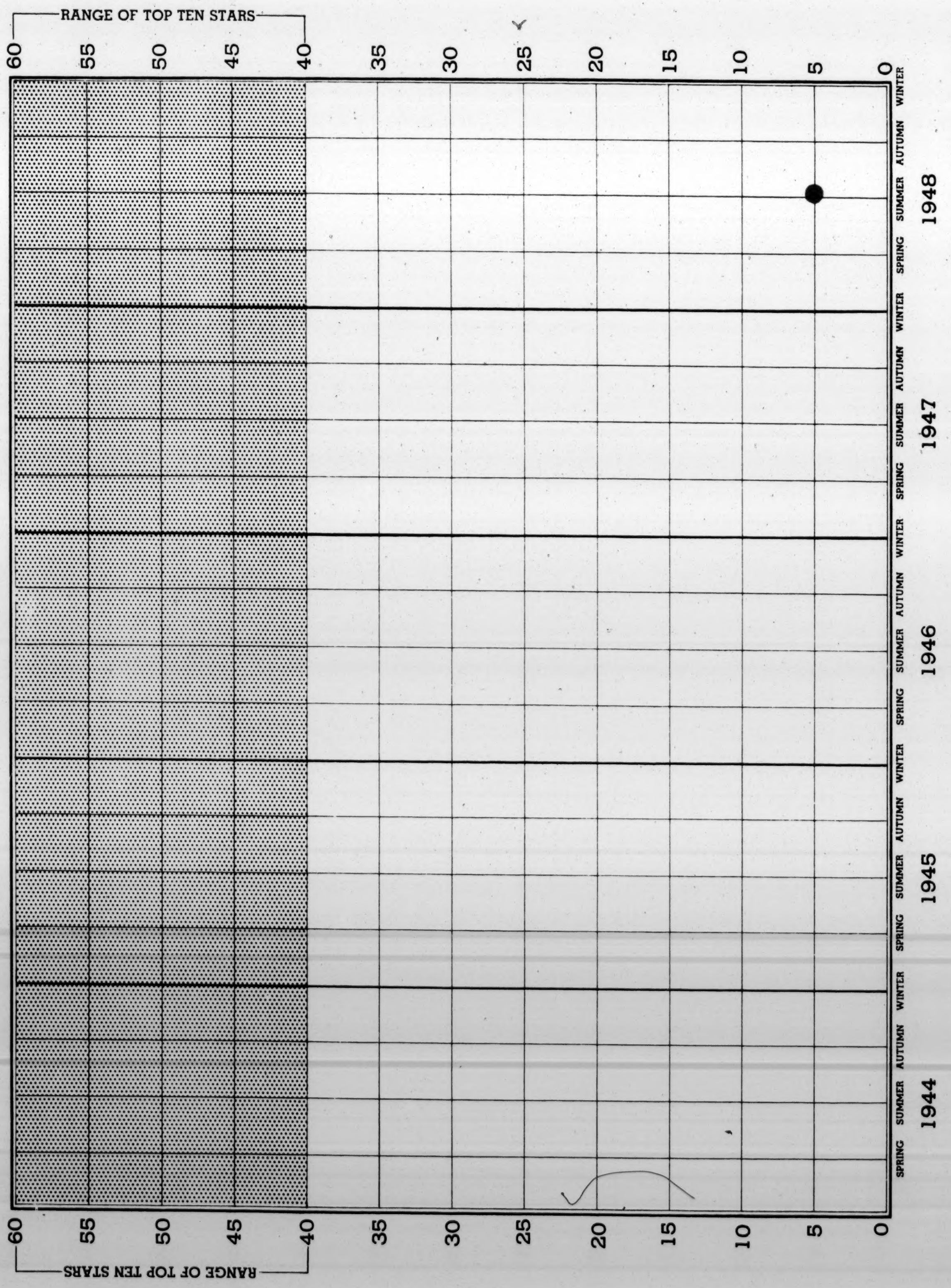

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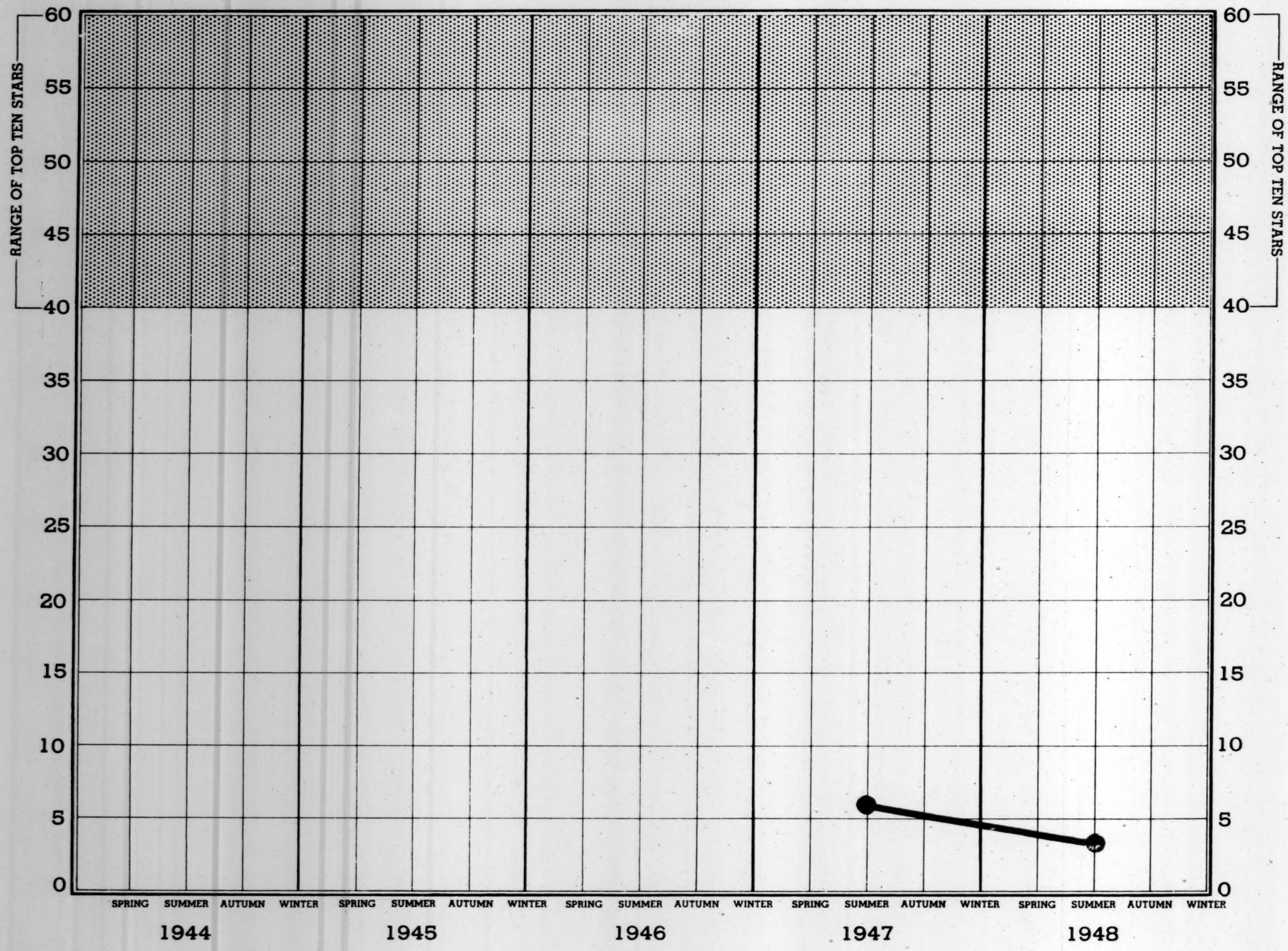
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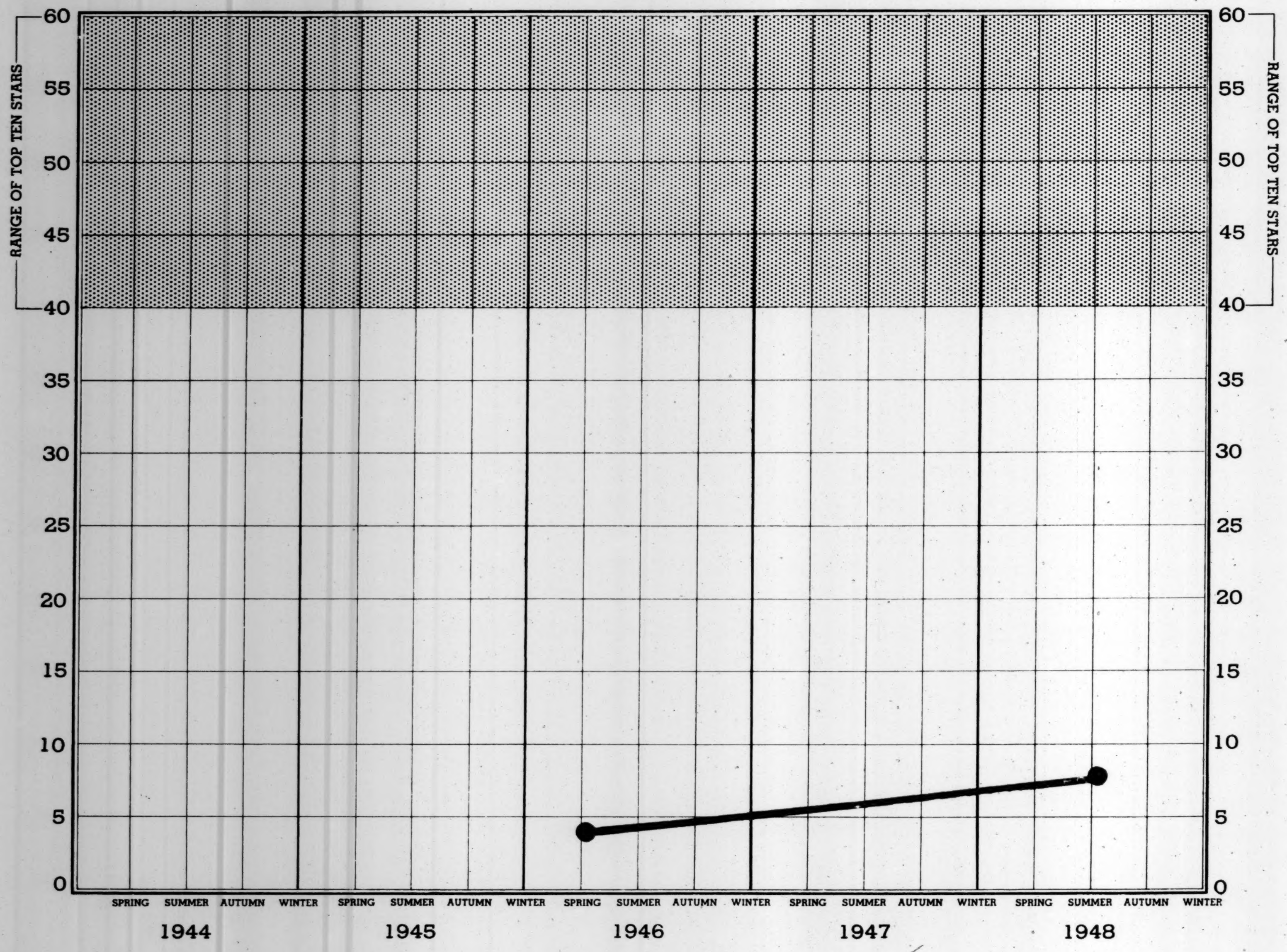

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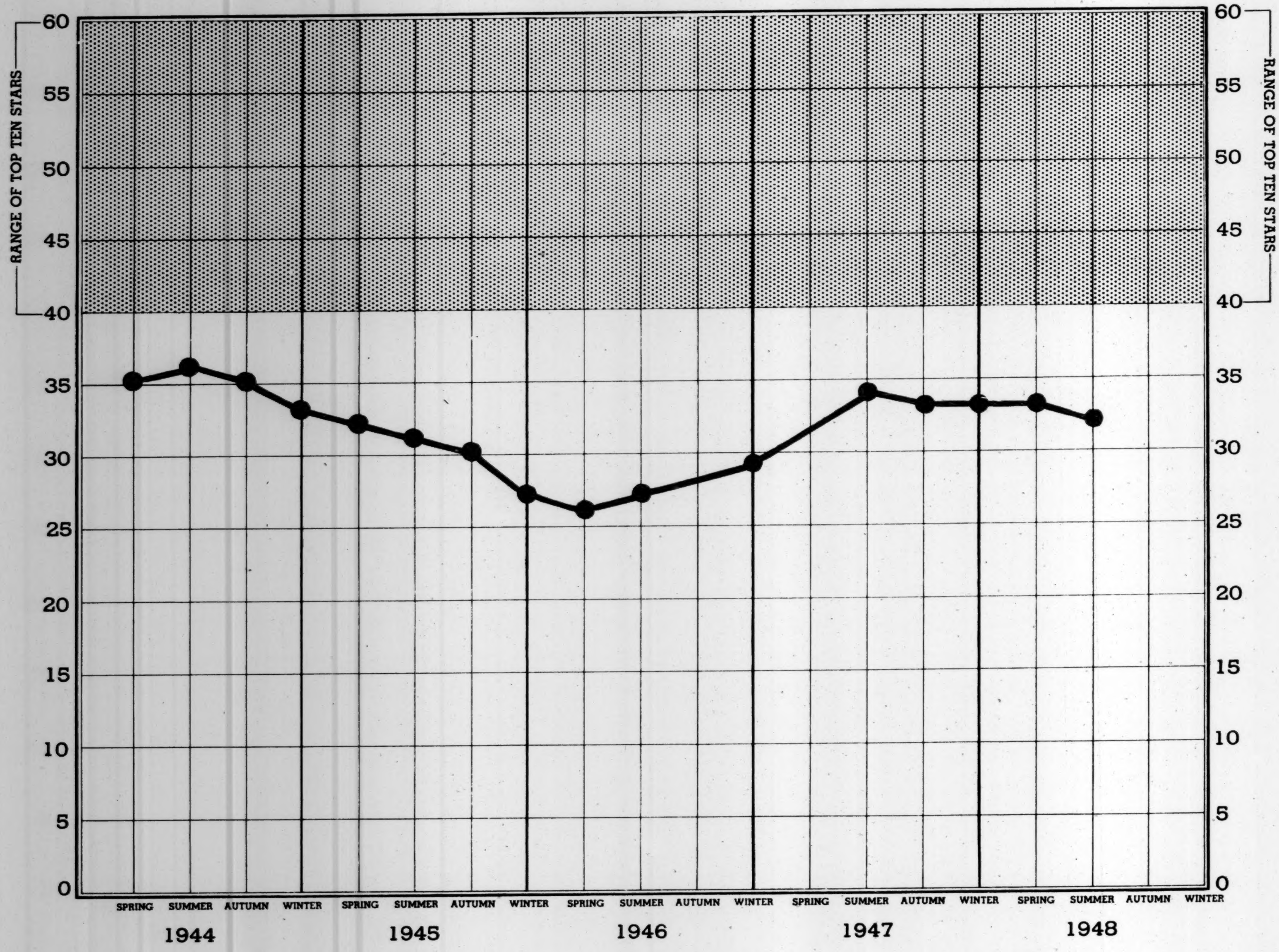

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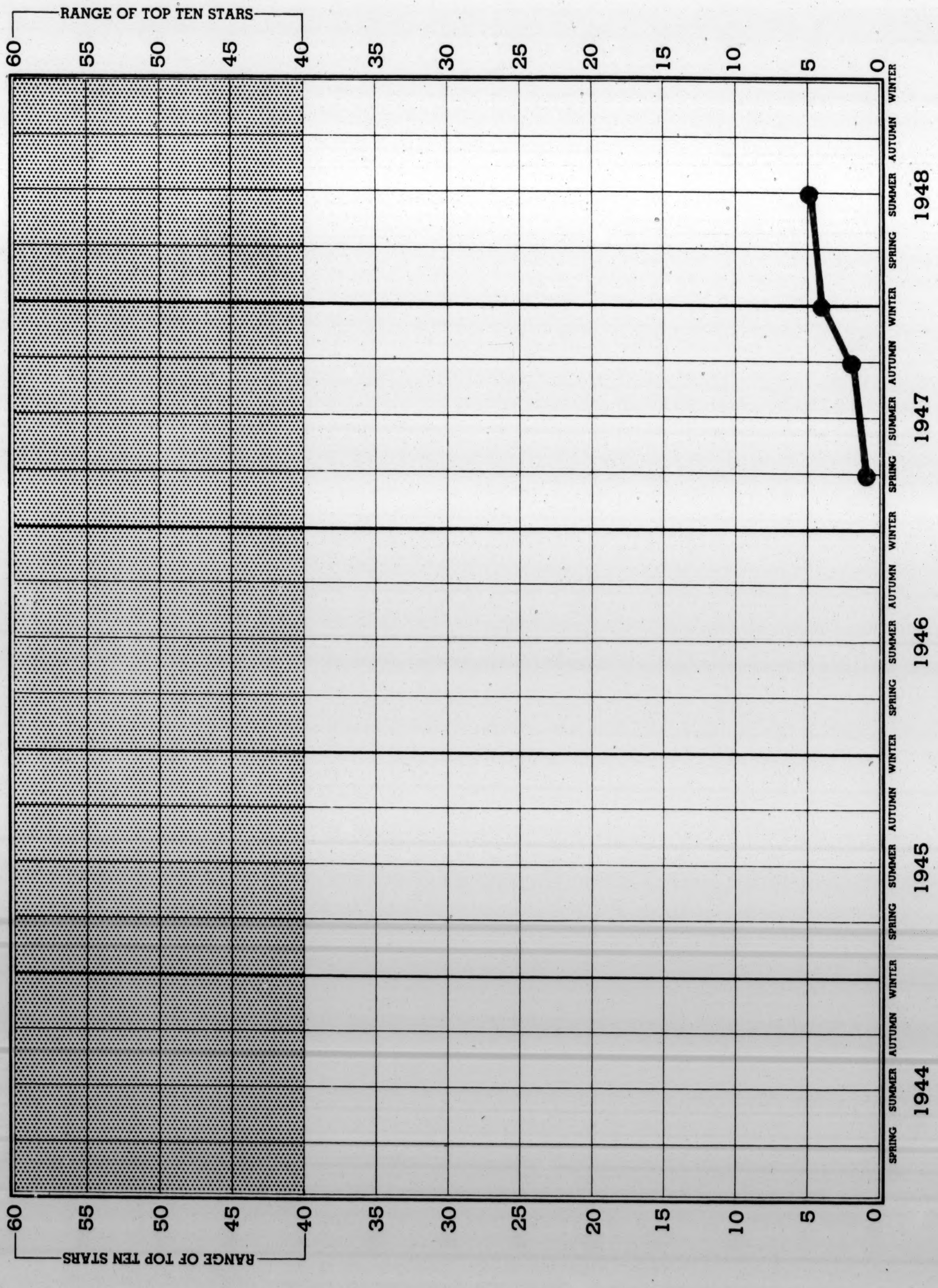

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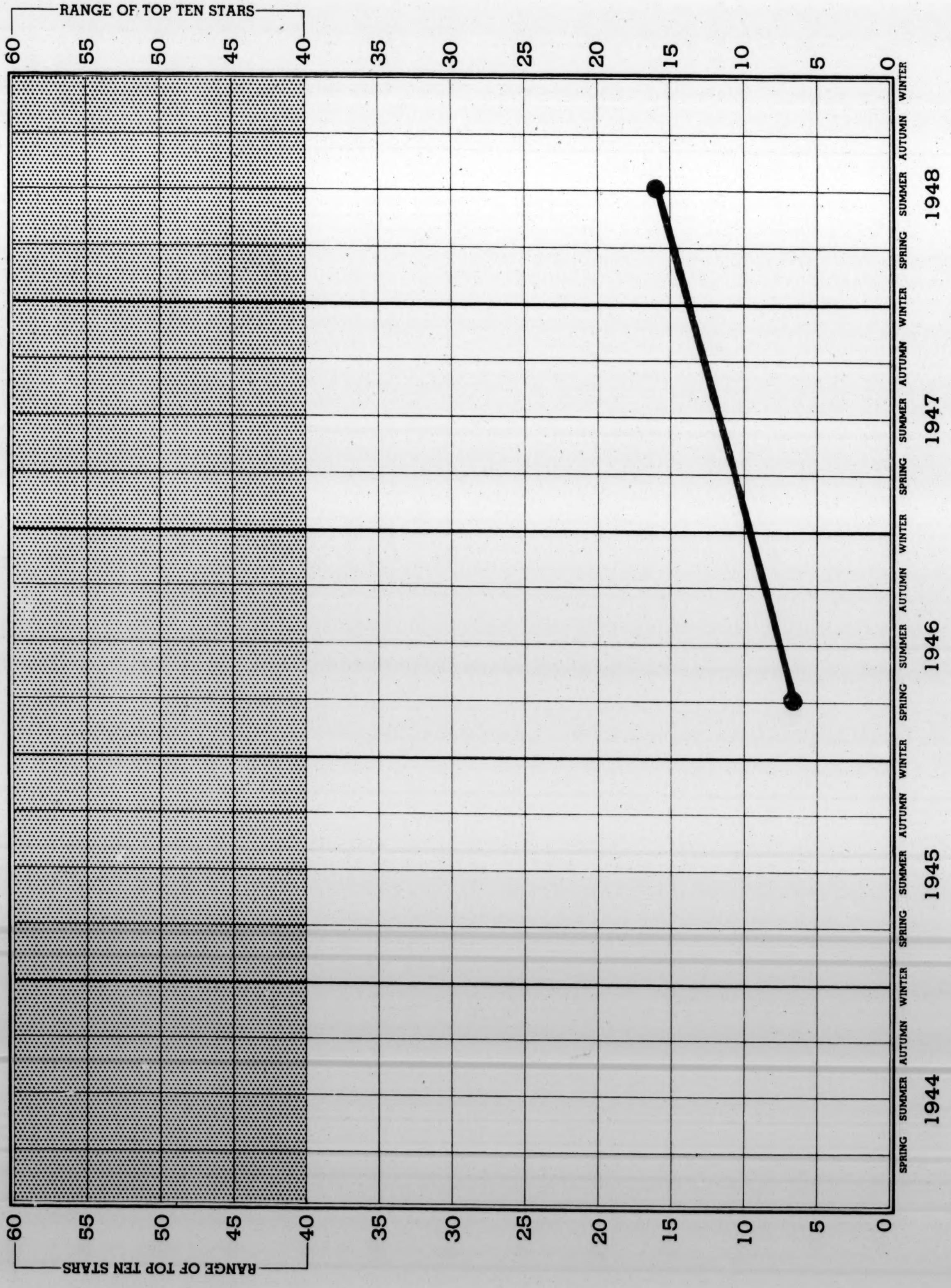
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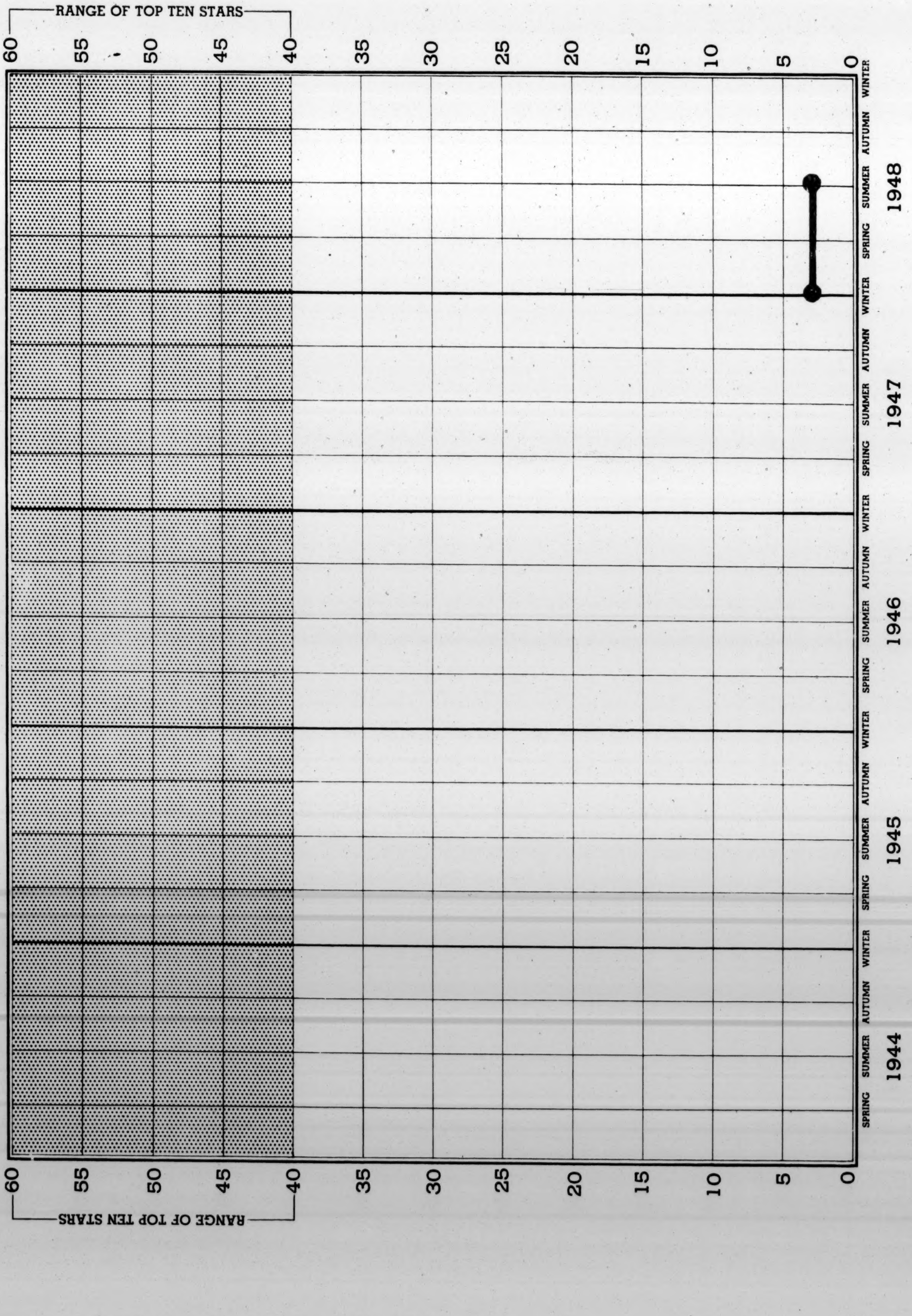

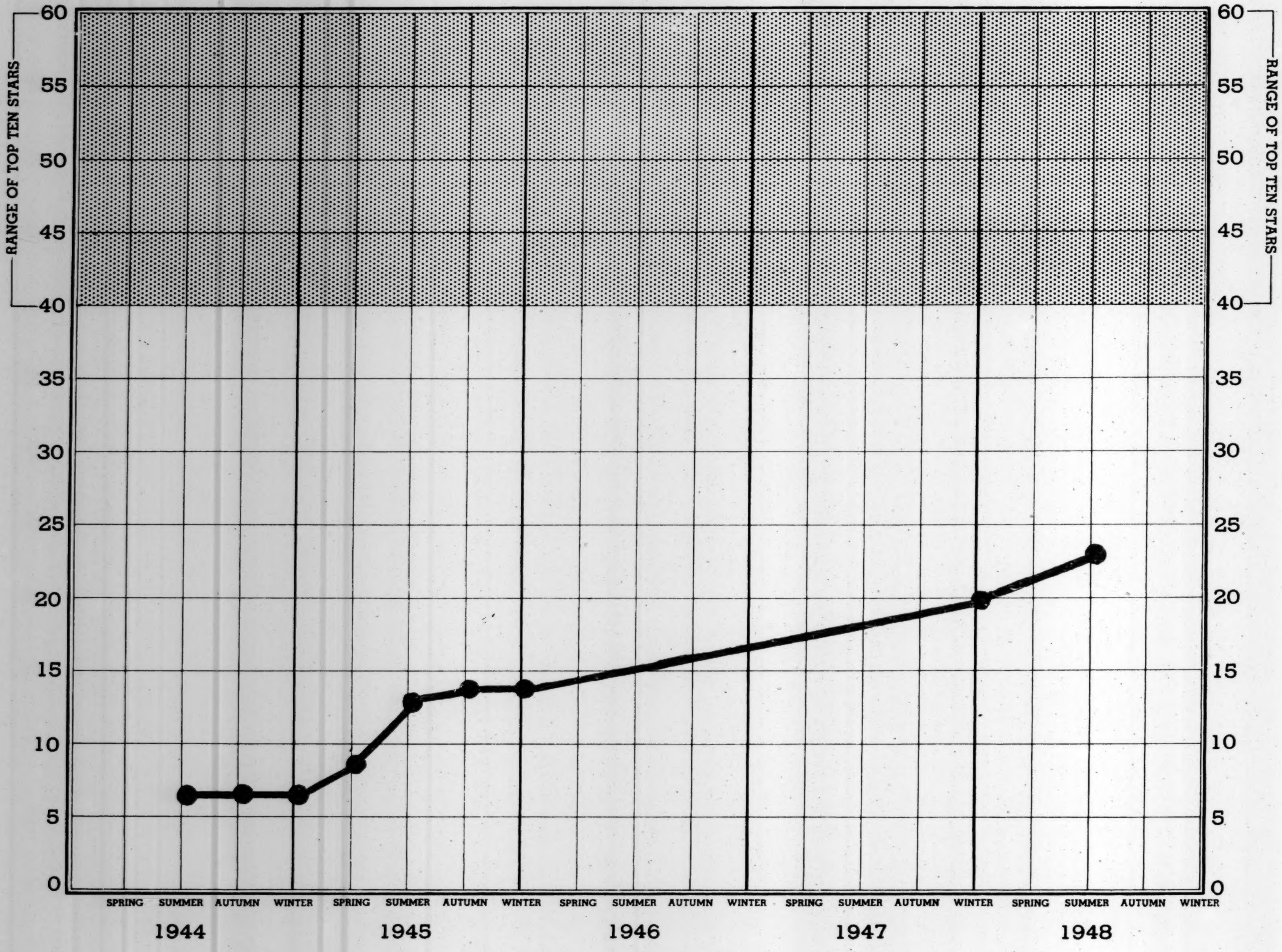
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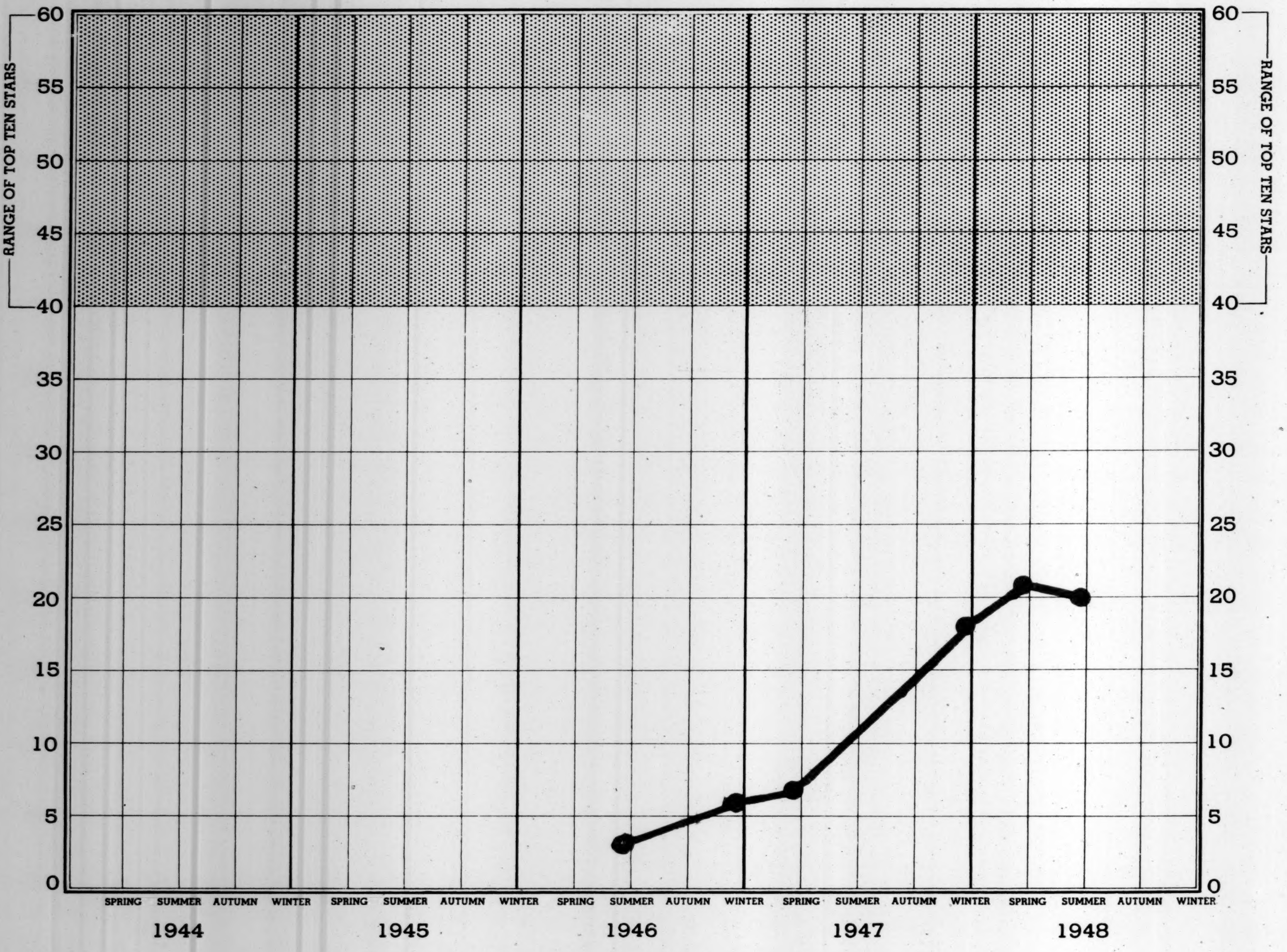

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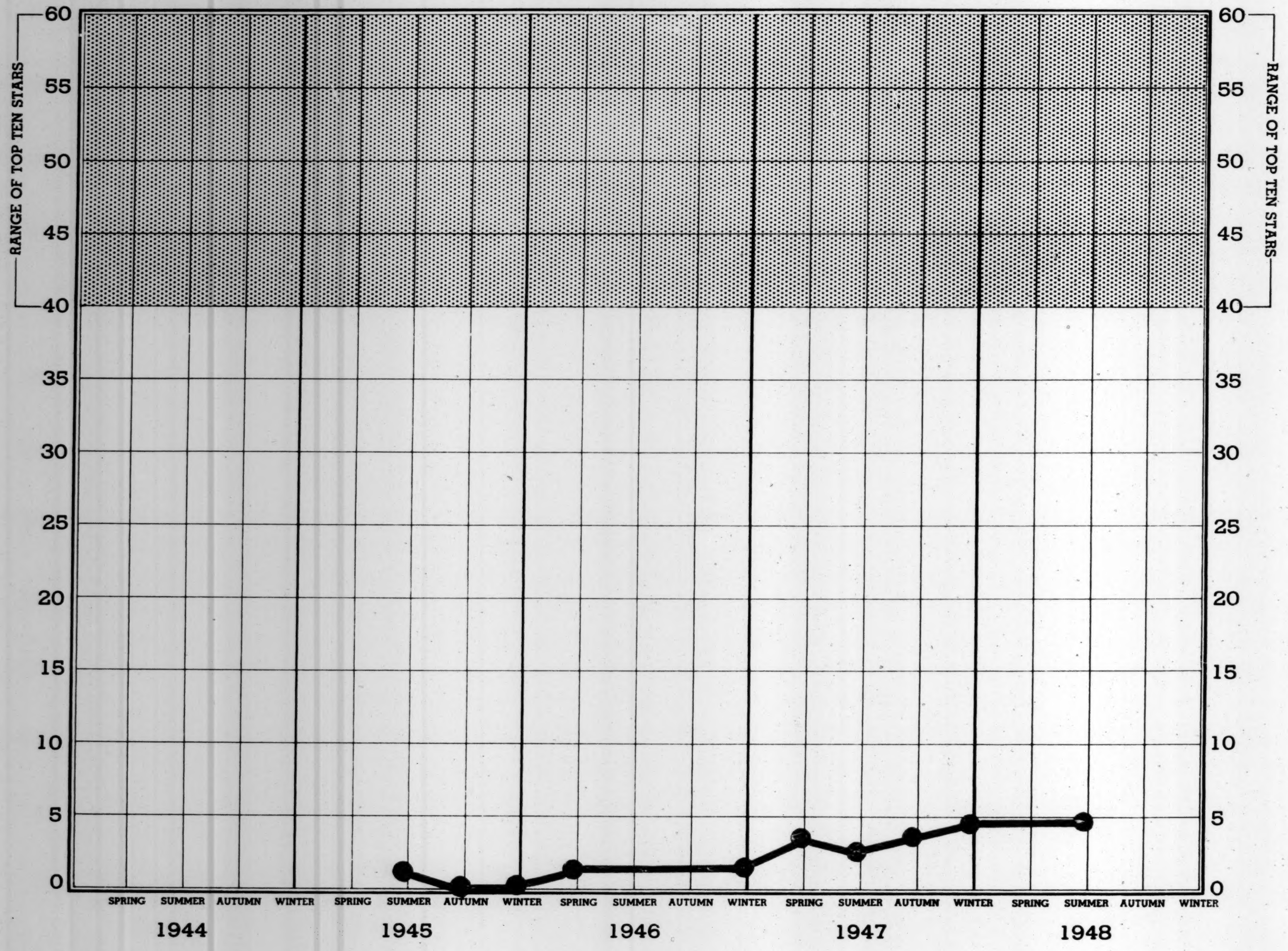

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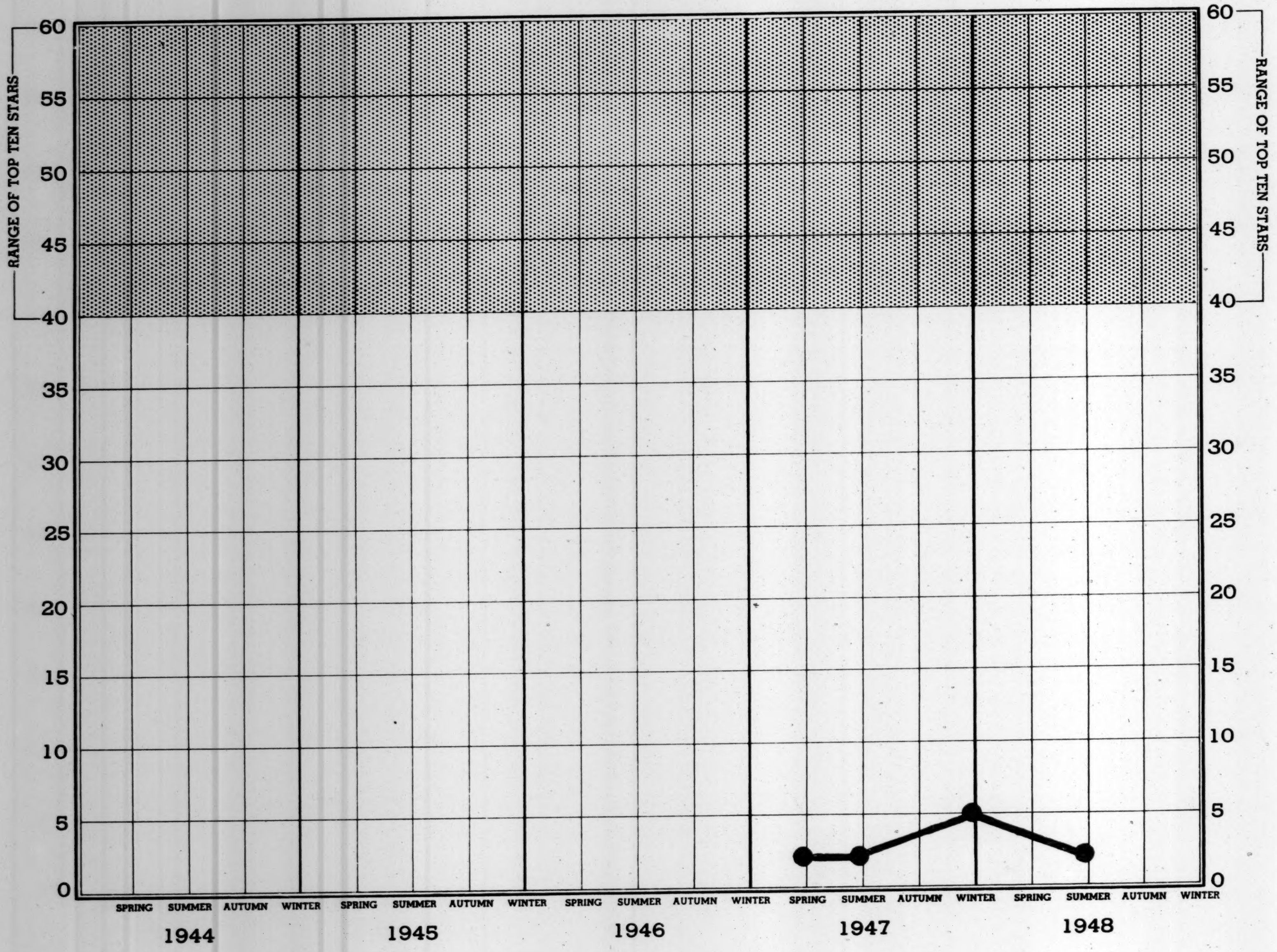

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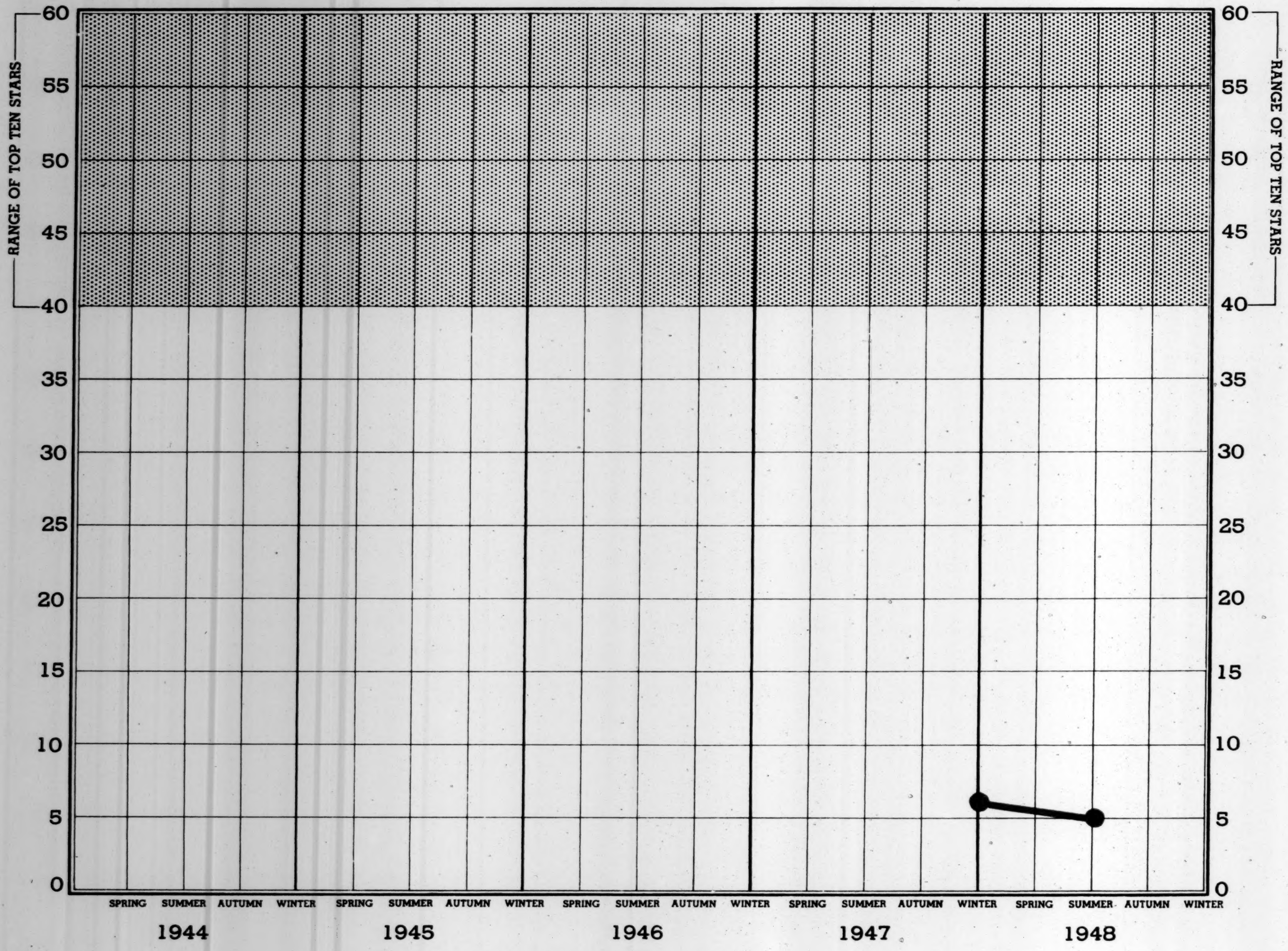
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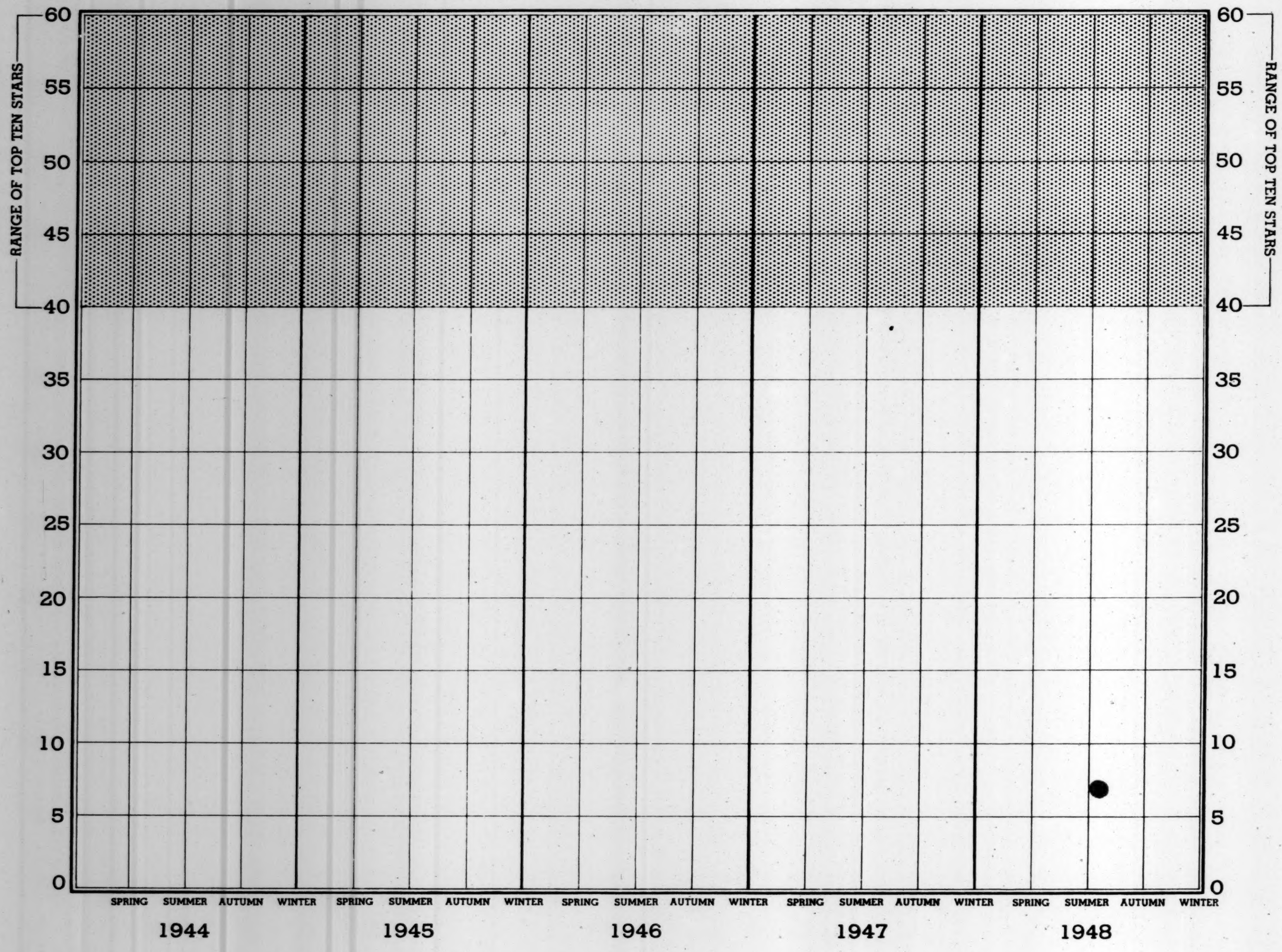
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Lee J. COBB

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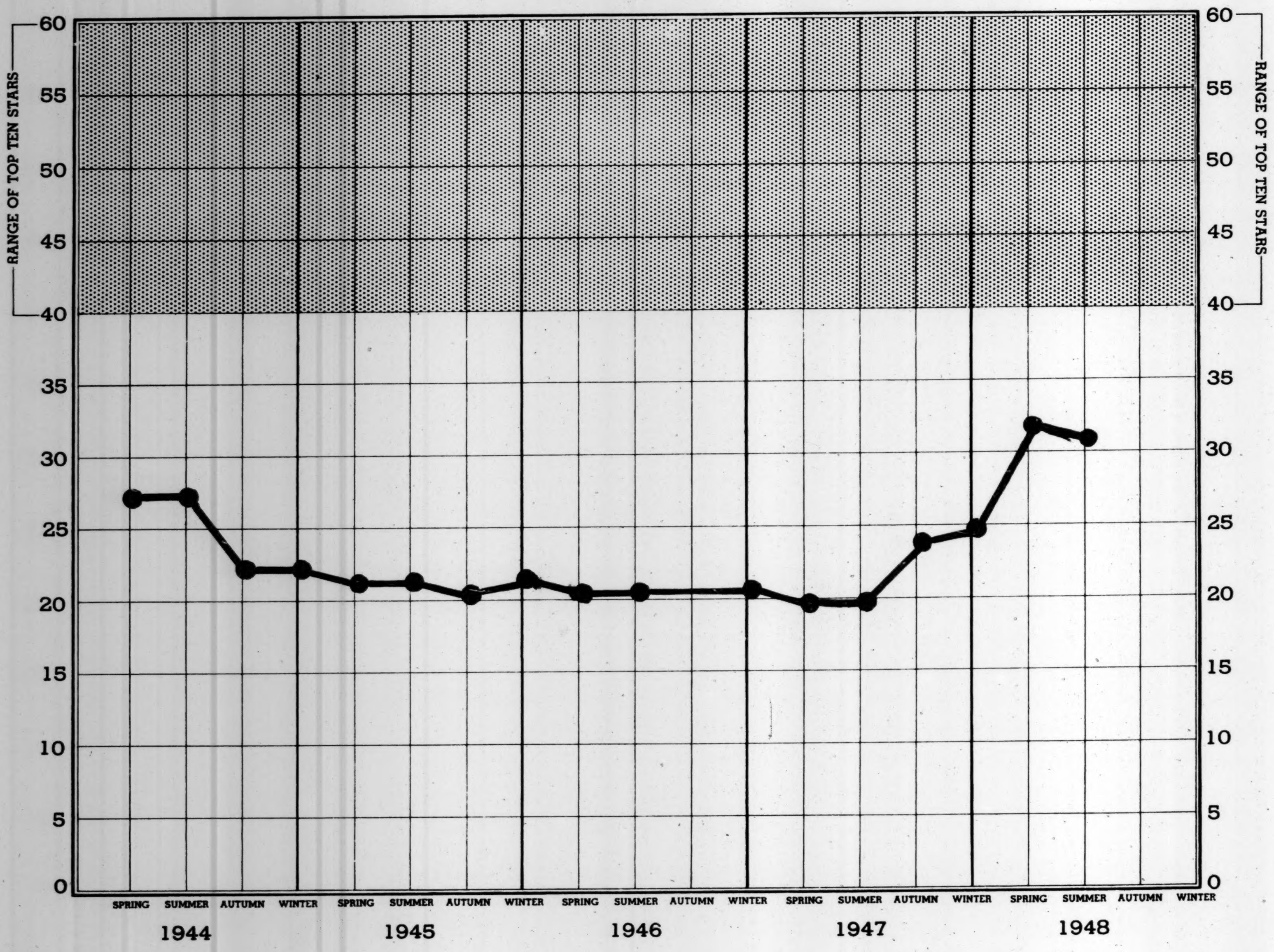

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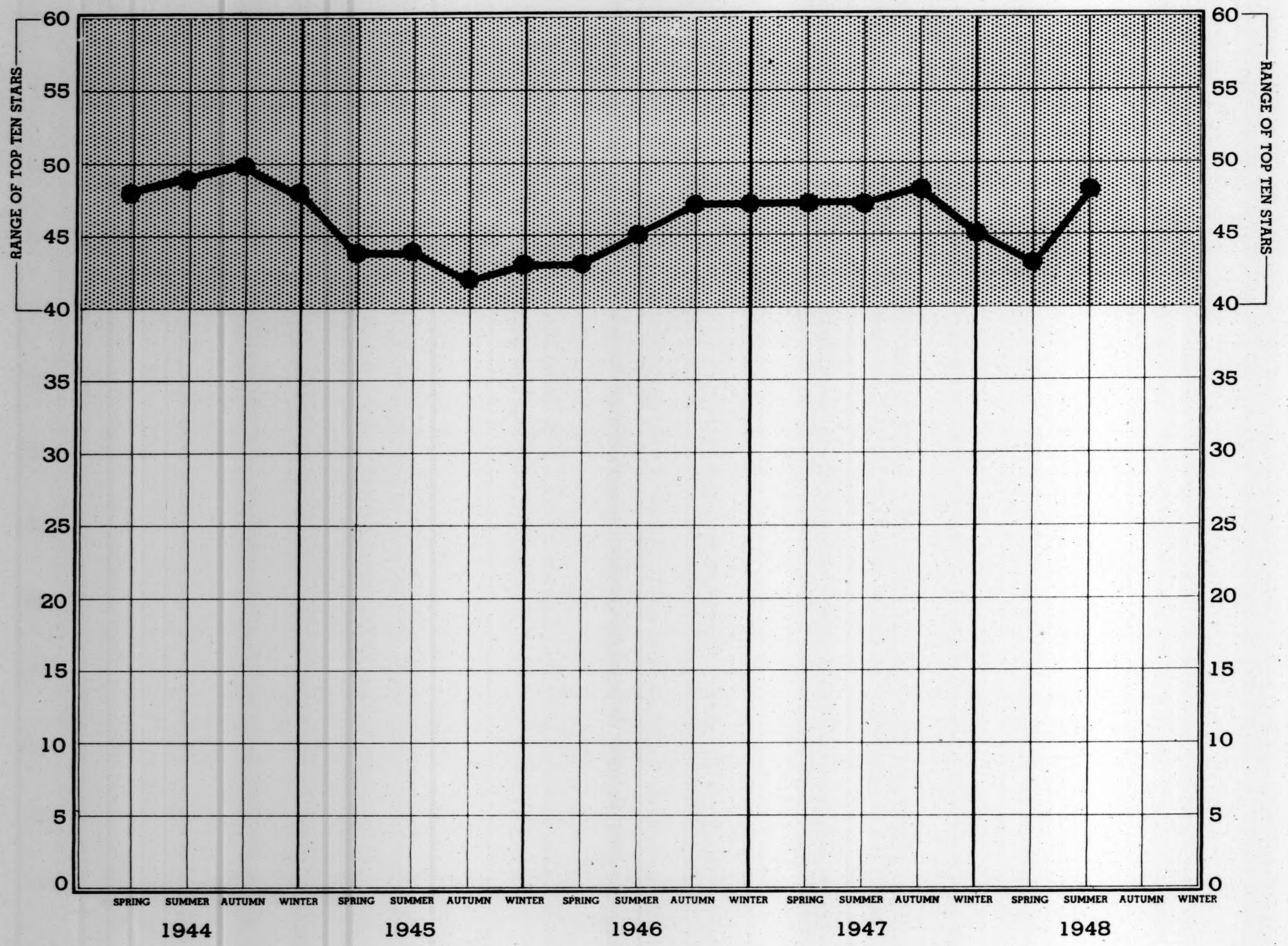
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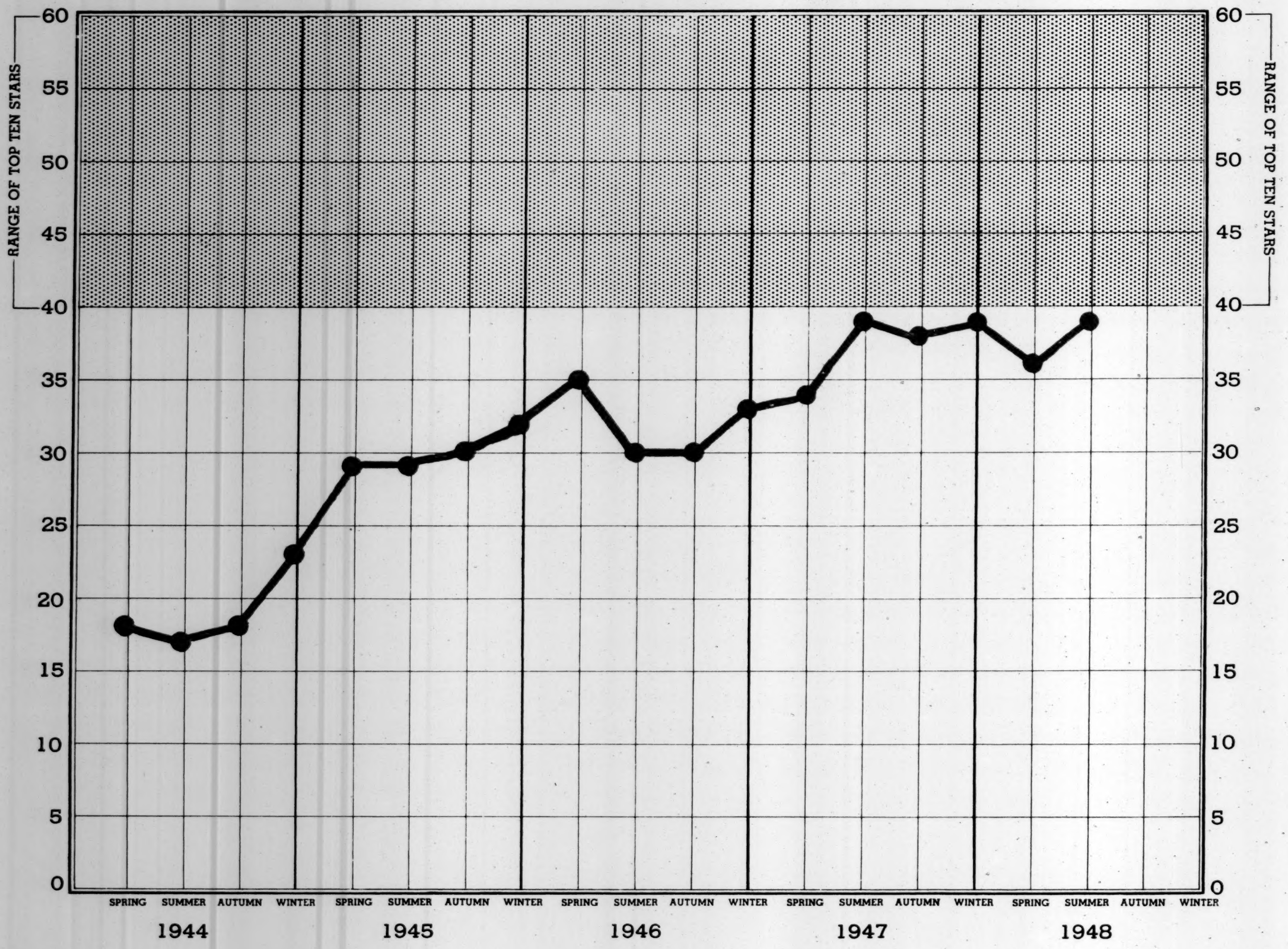

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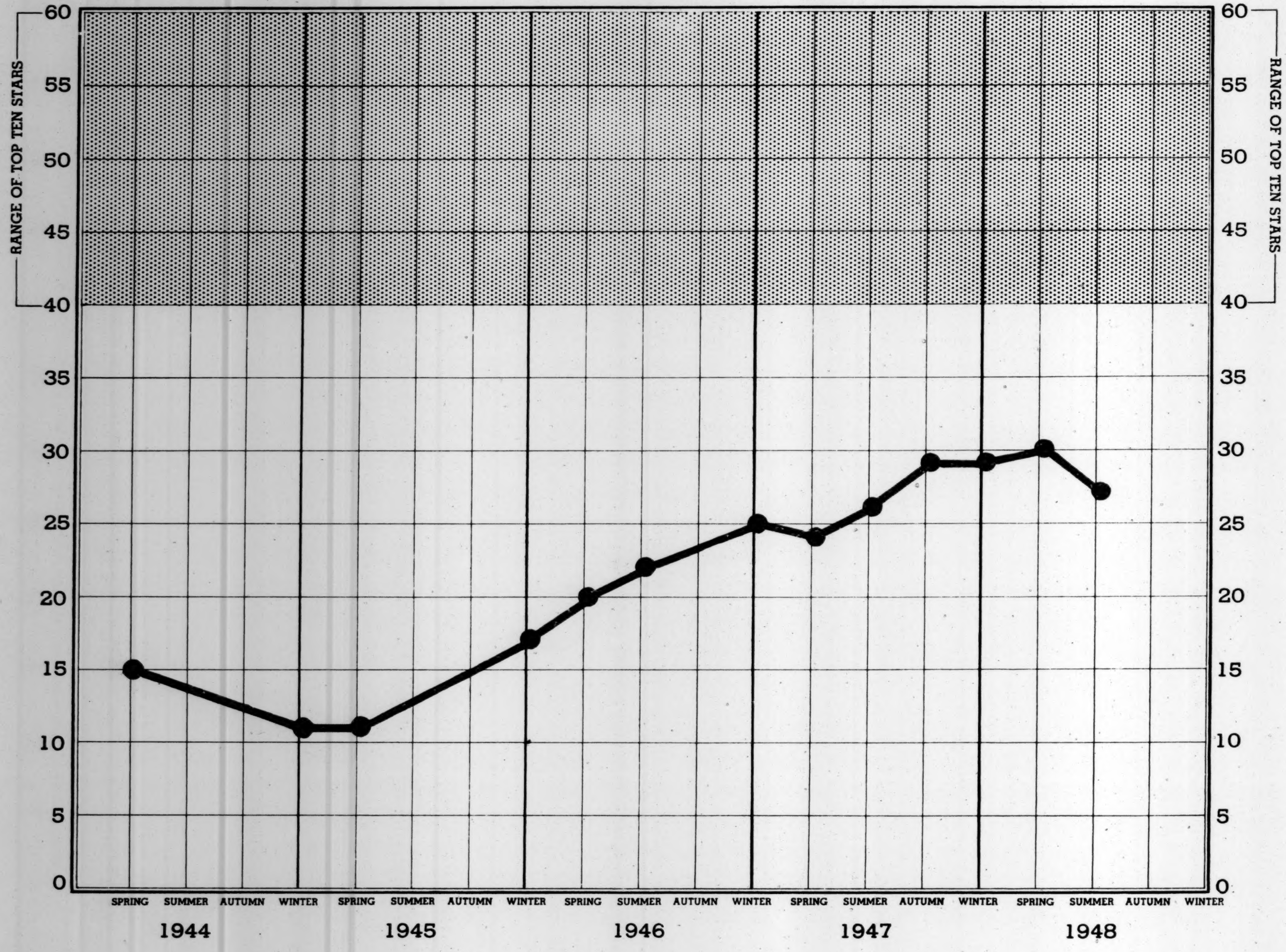

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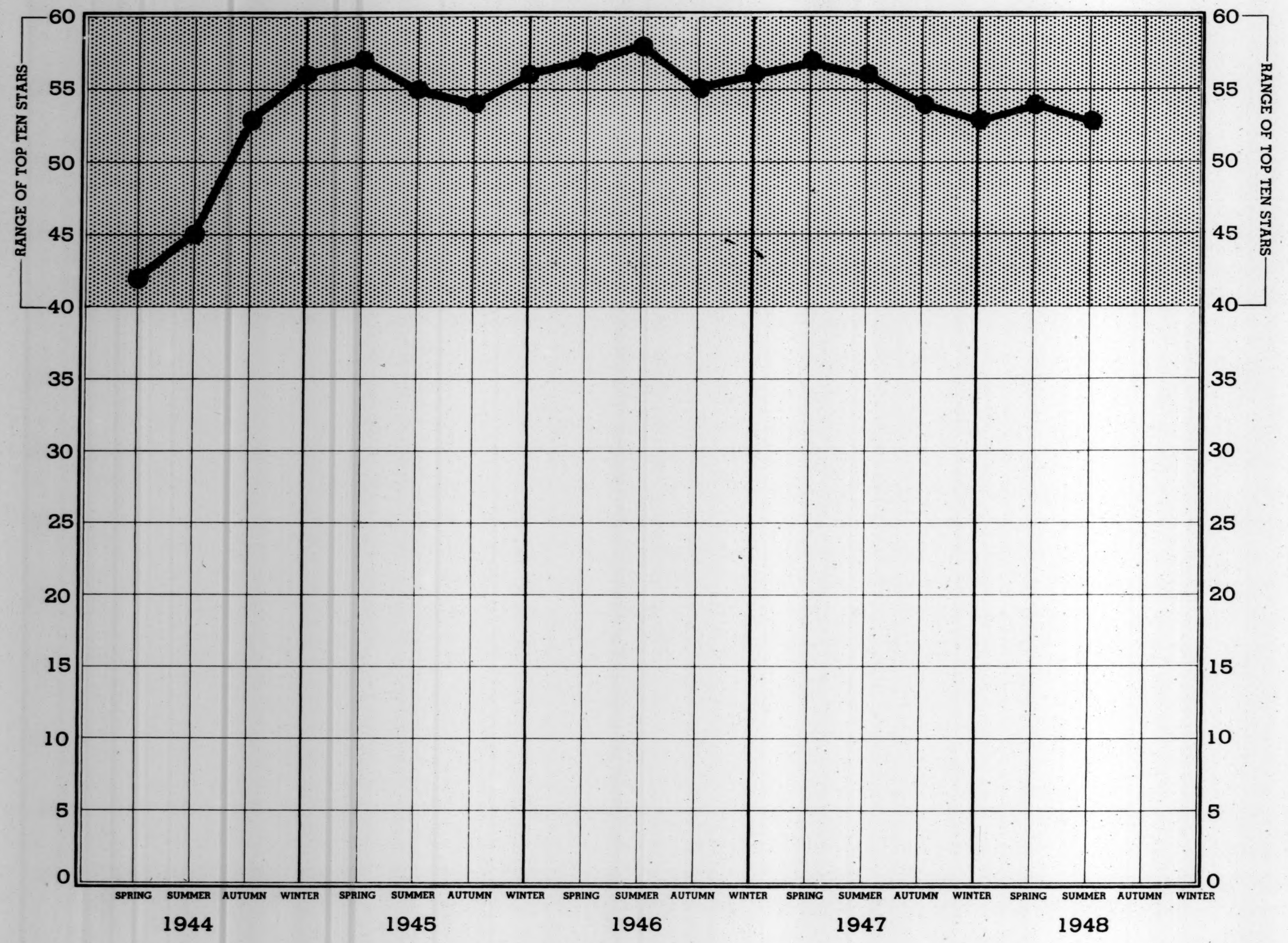
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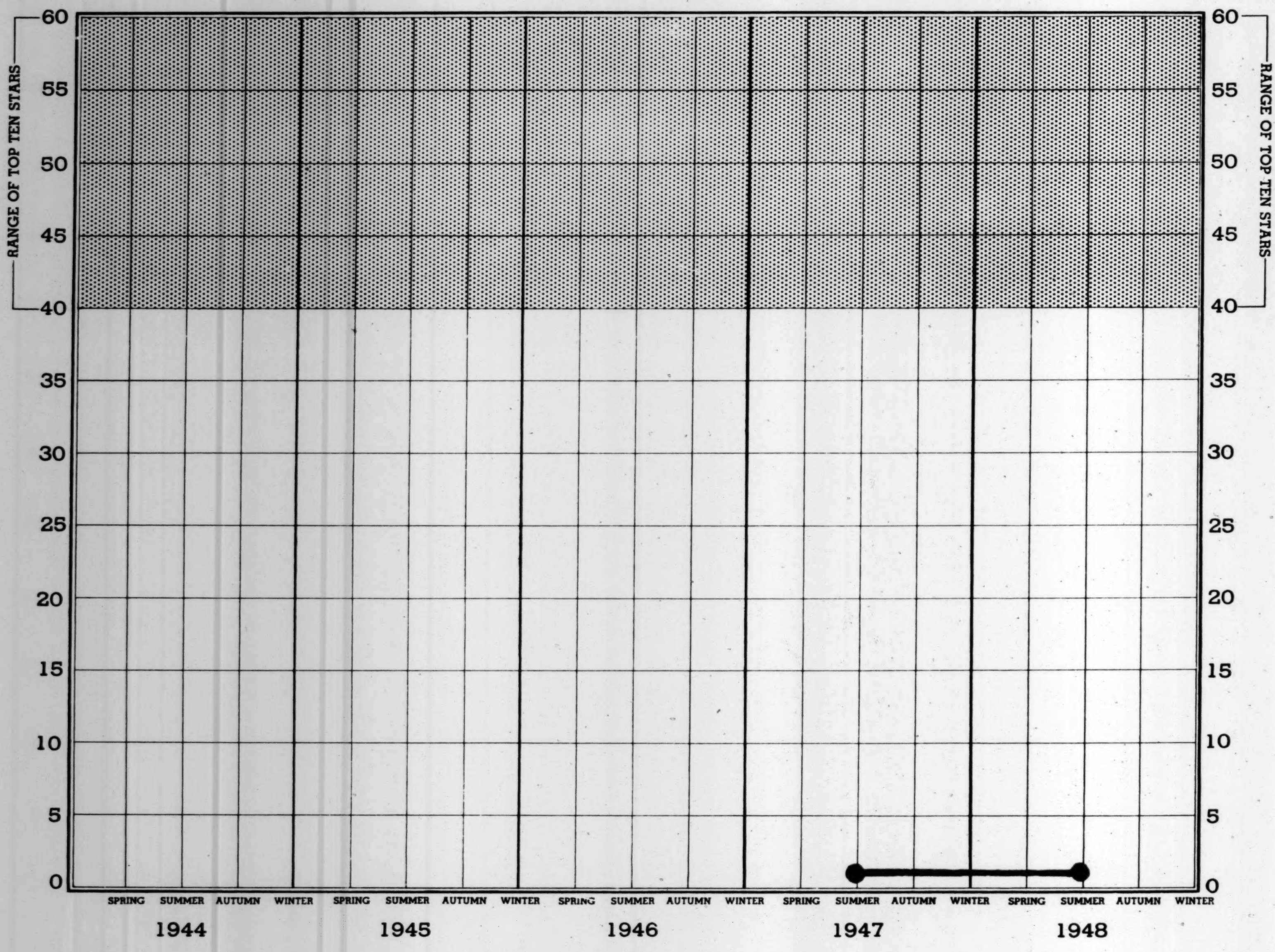

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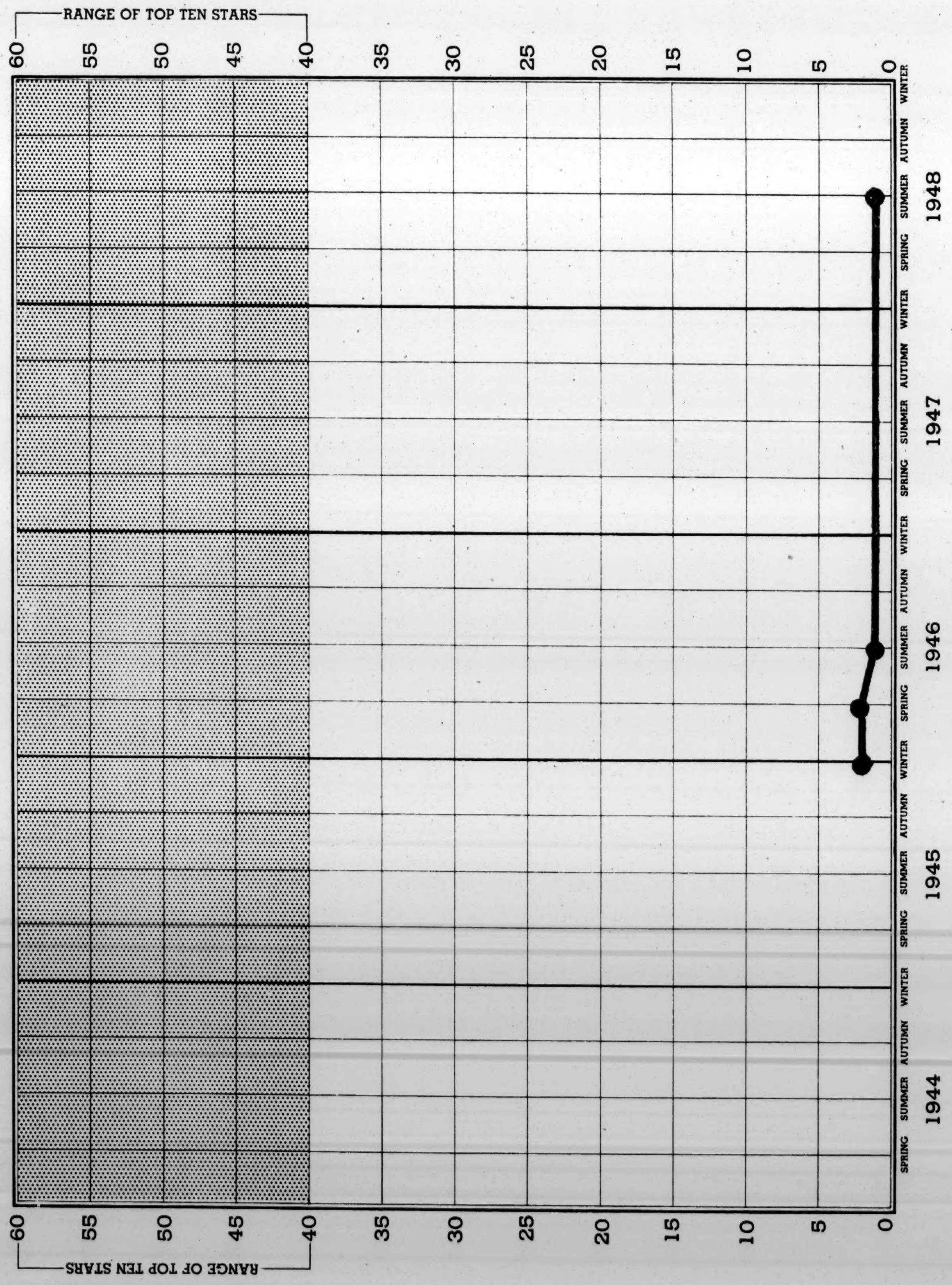

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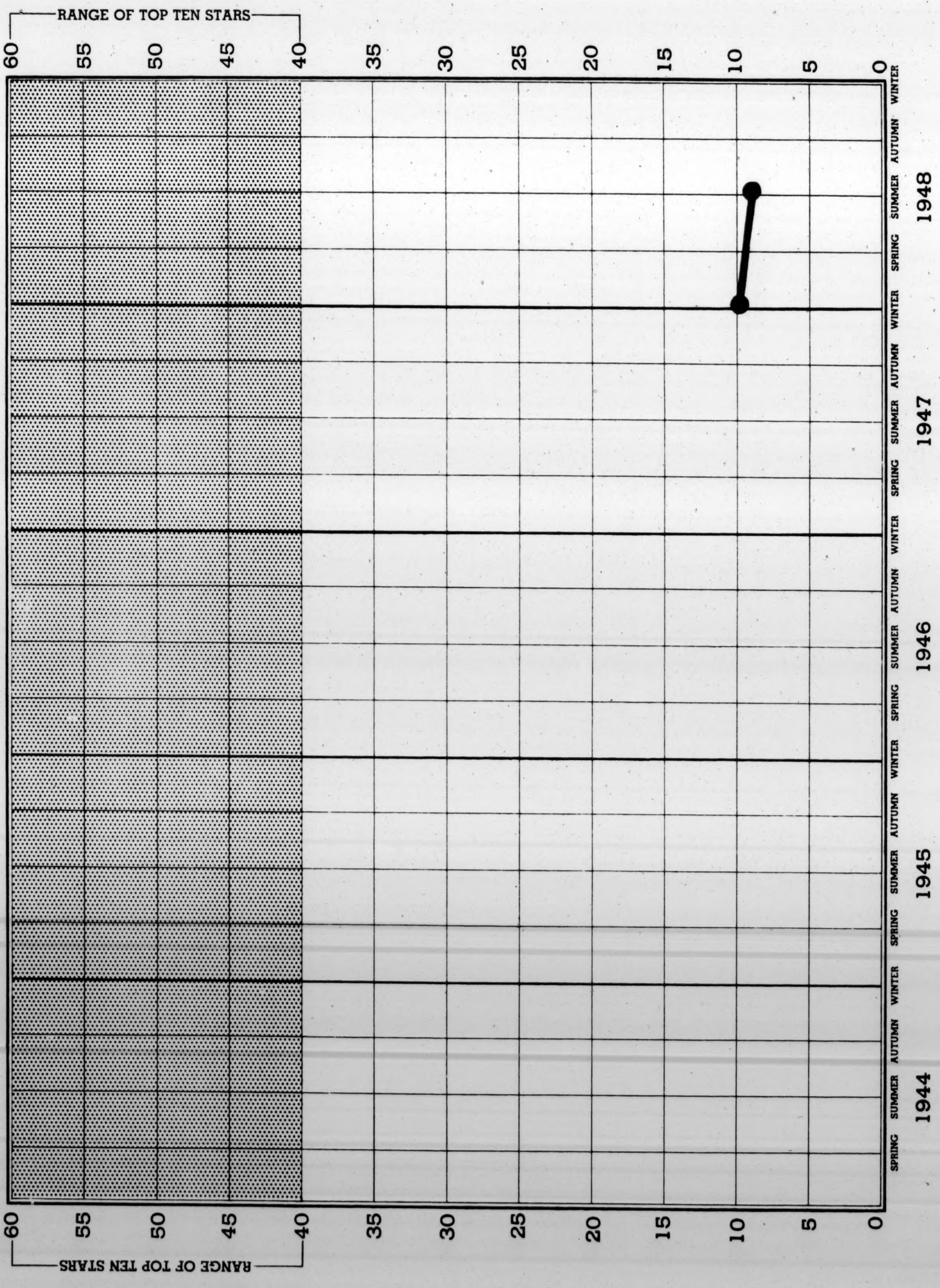

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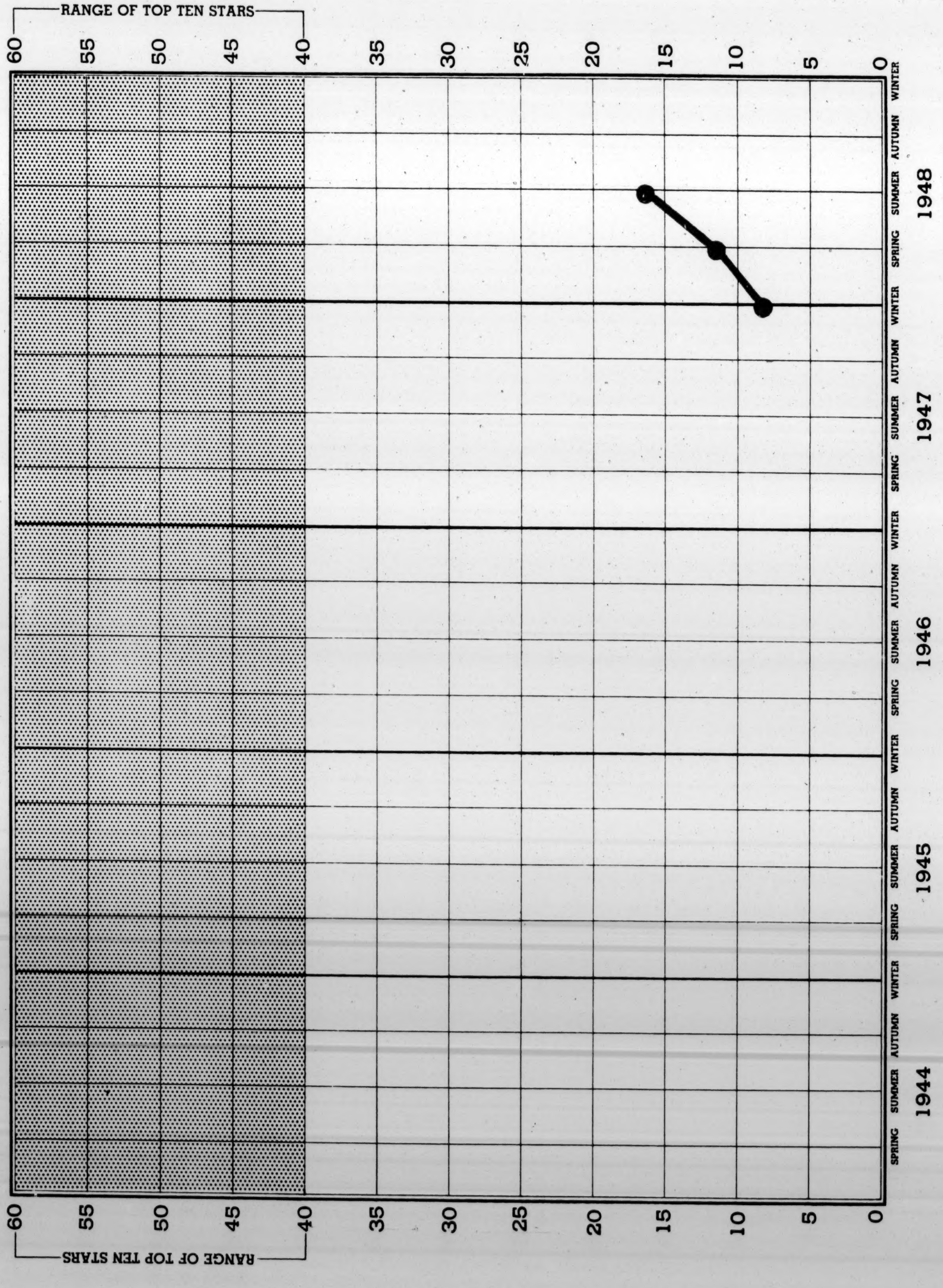

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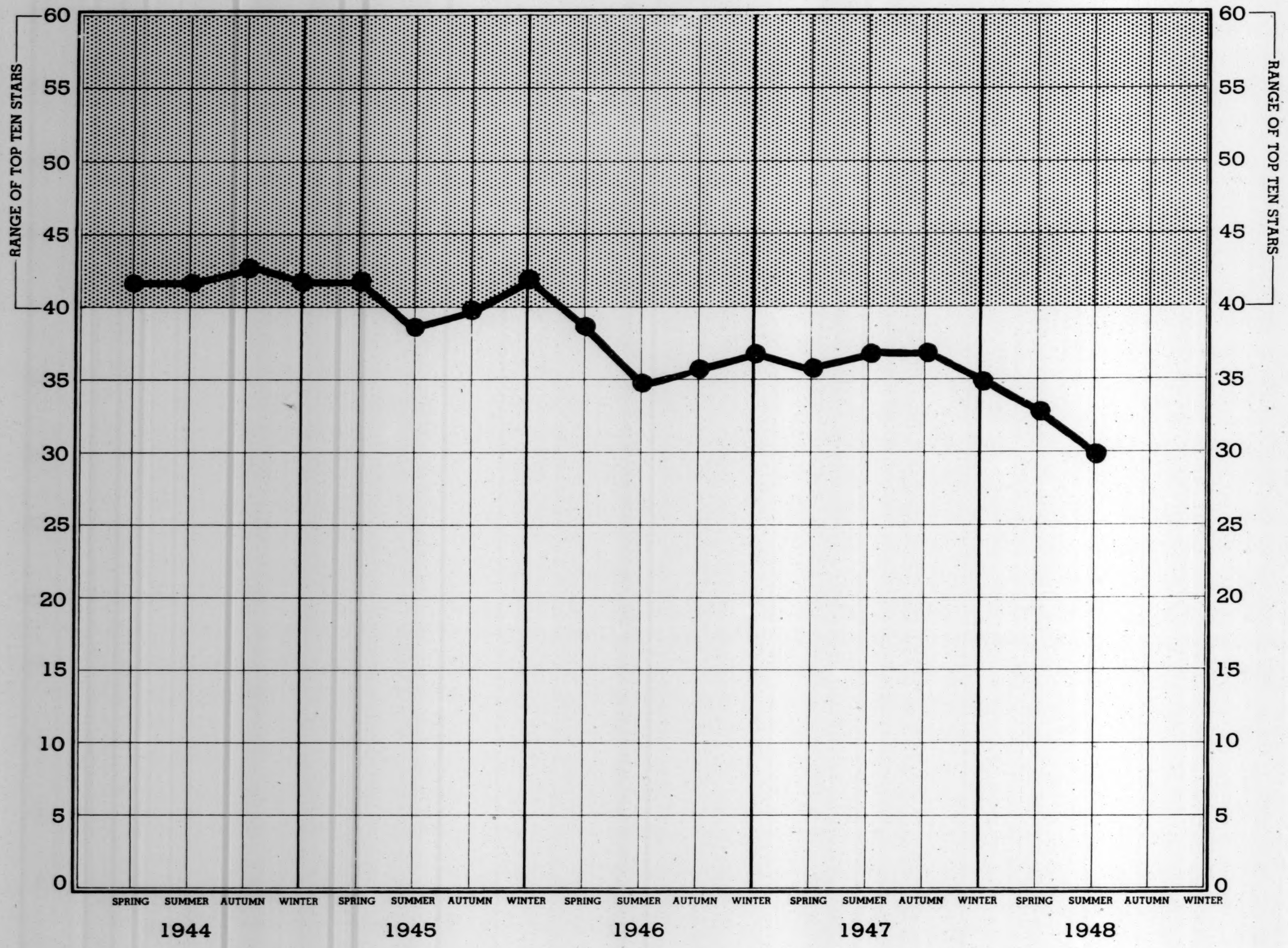
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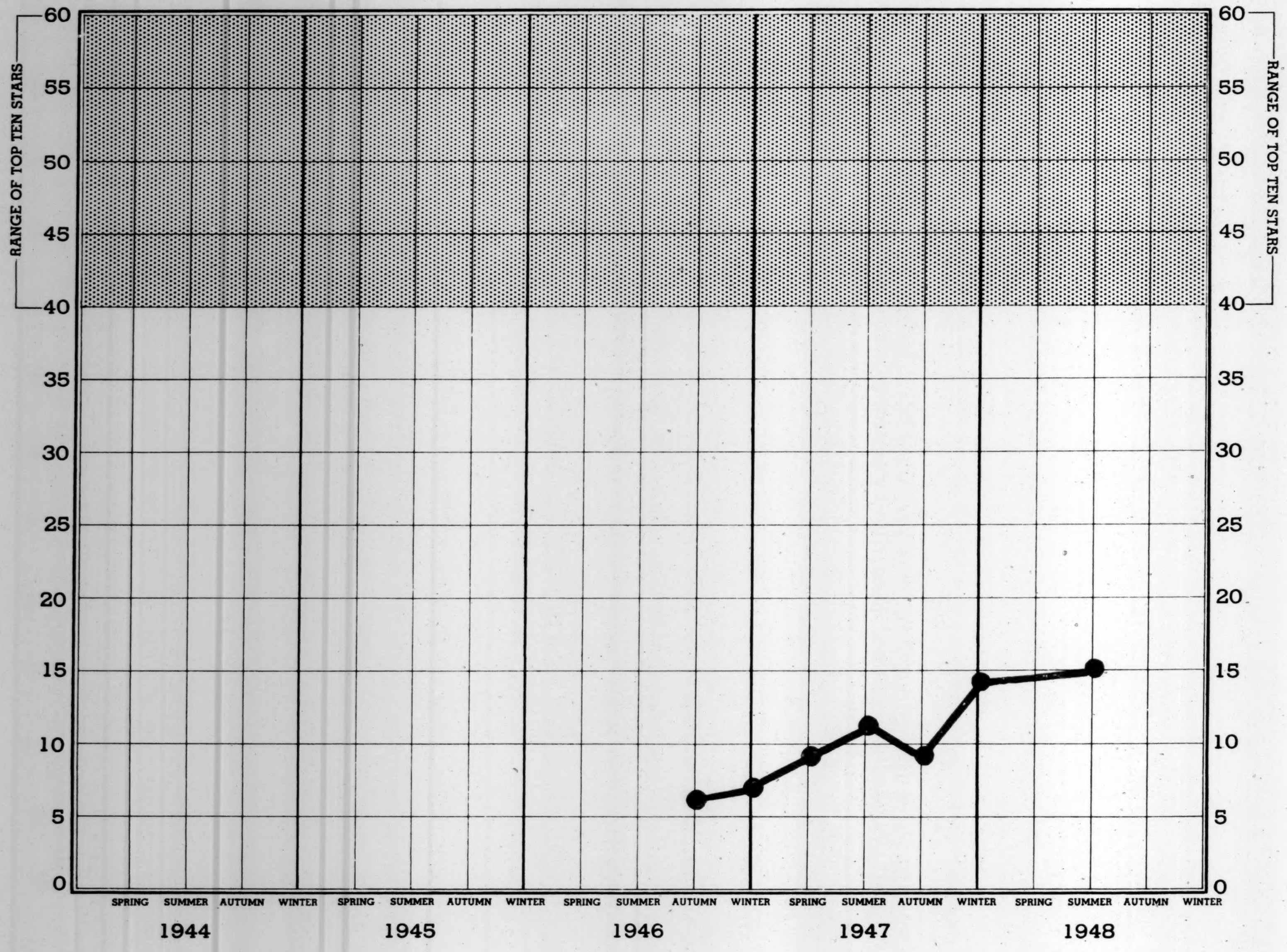
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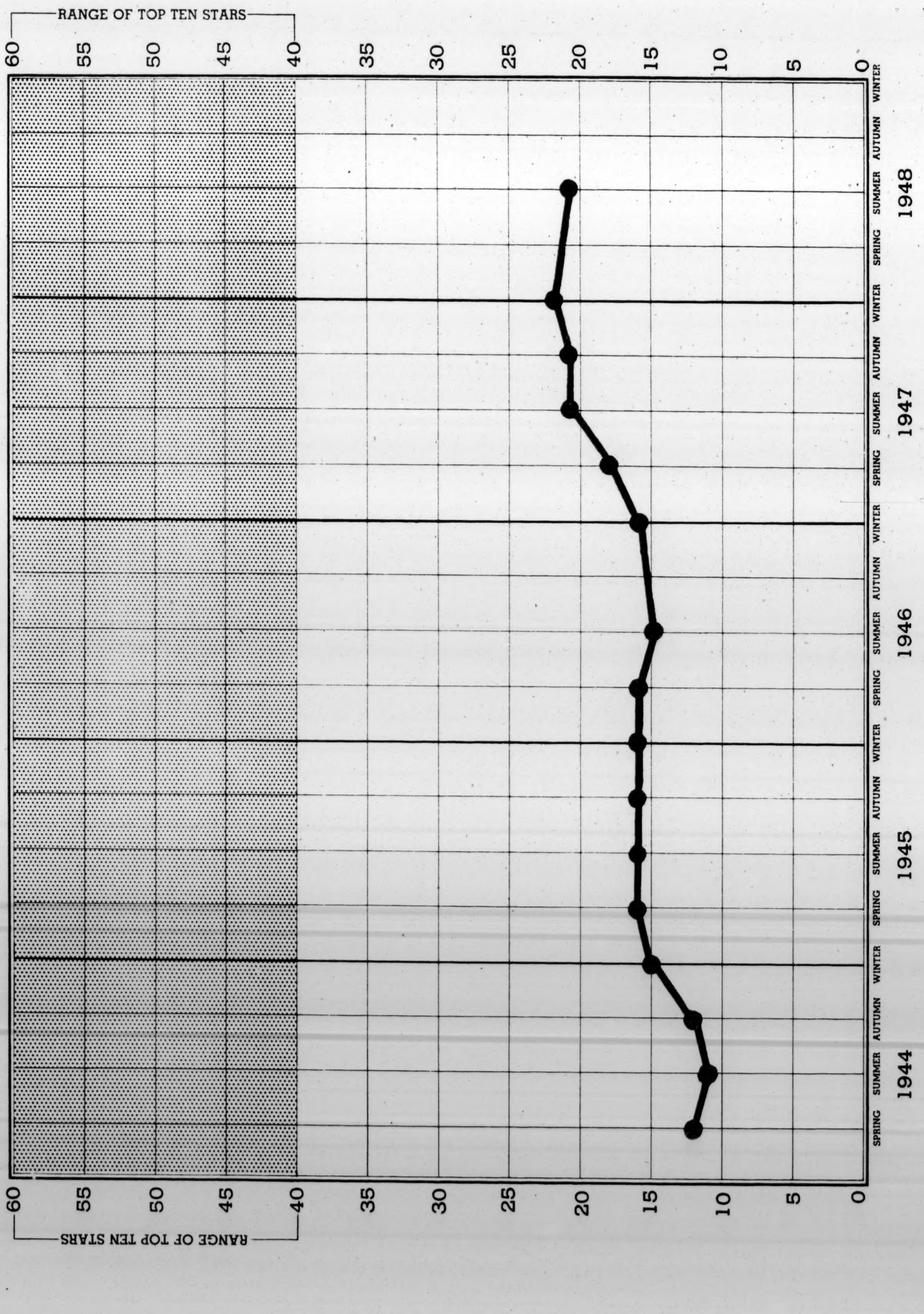
Laraine DAY



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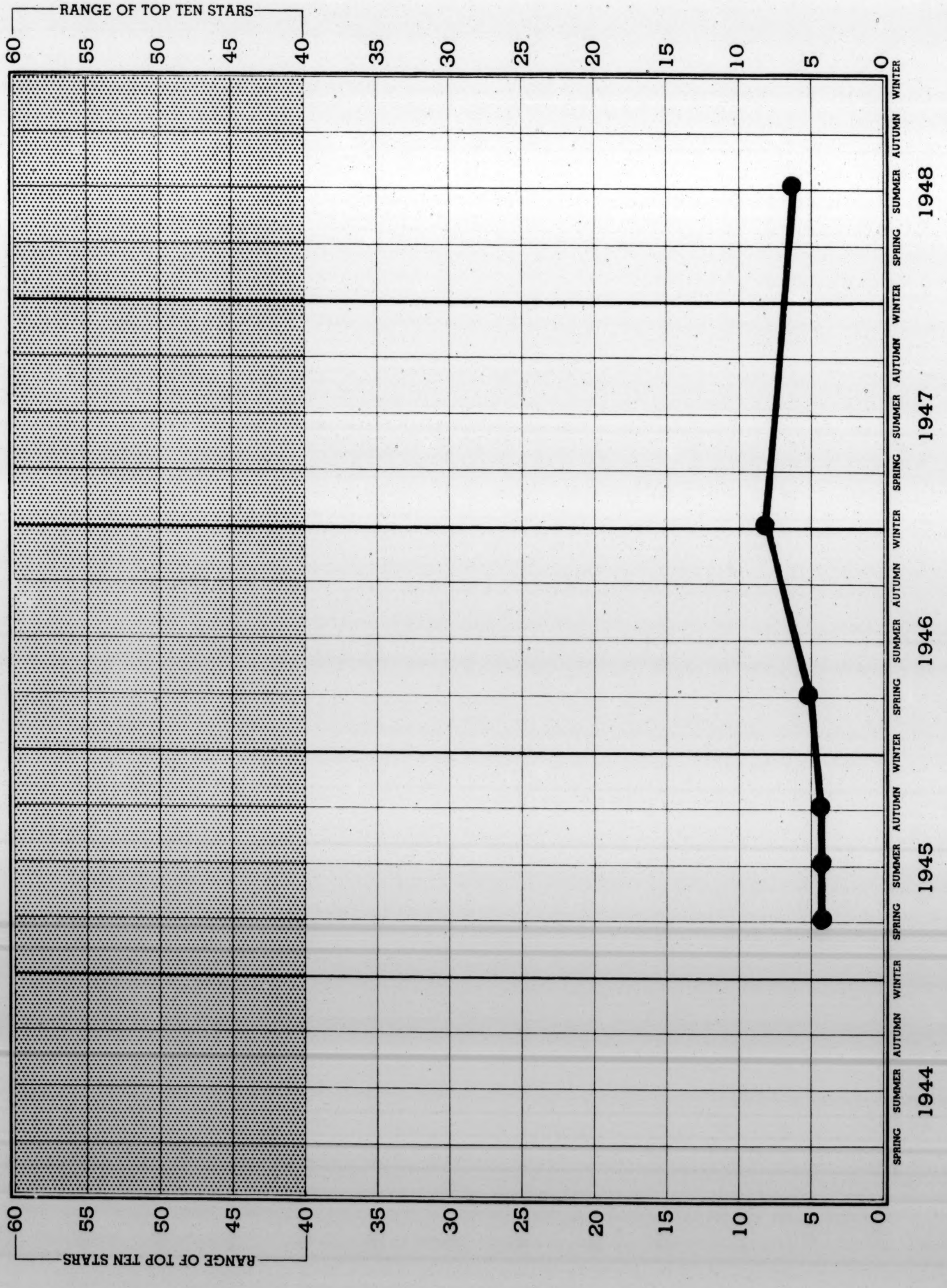

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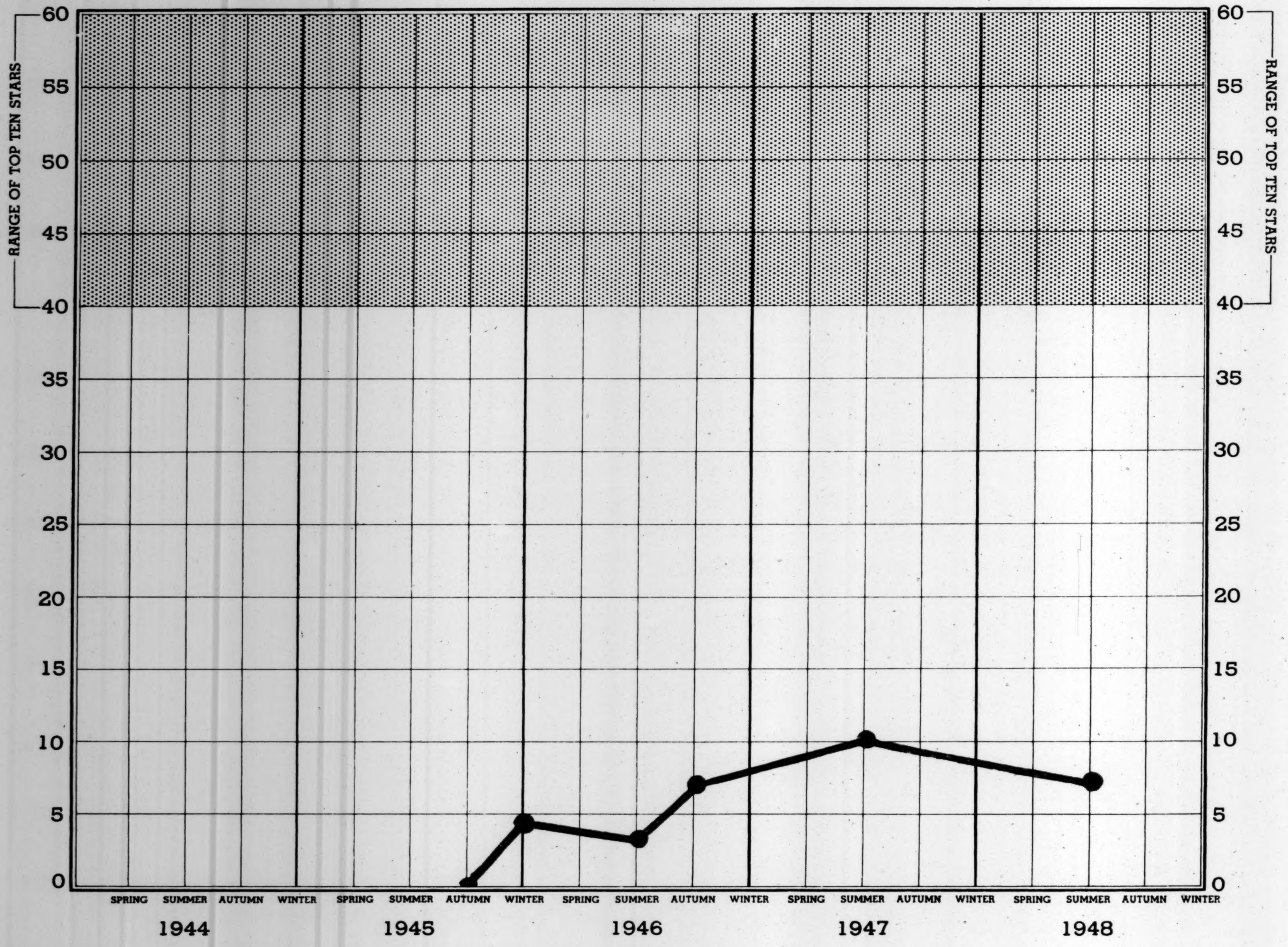
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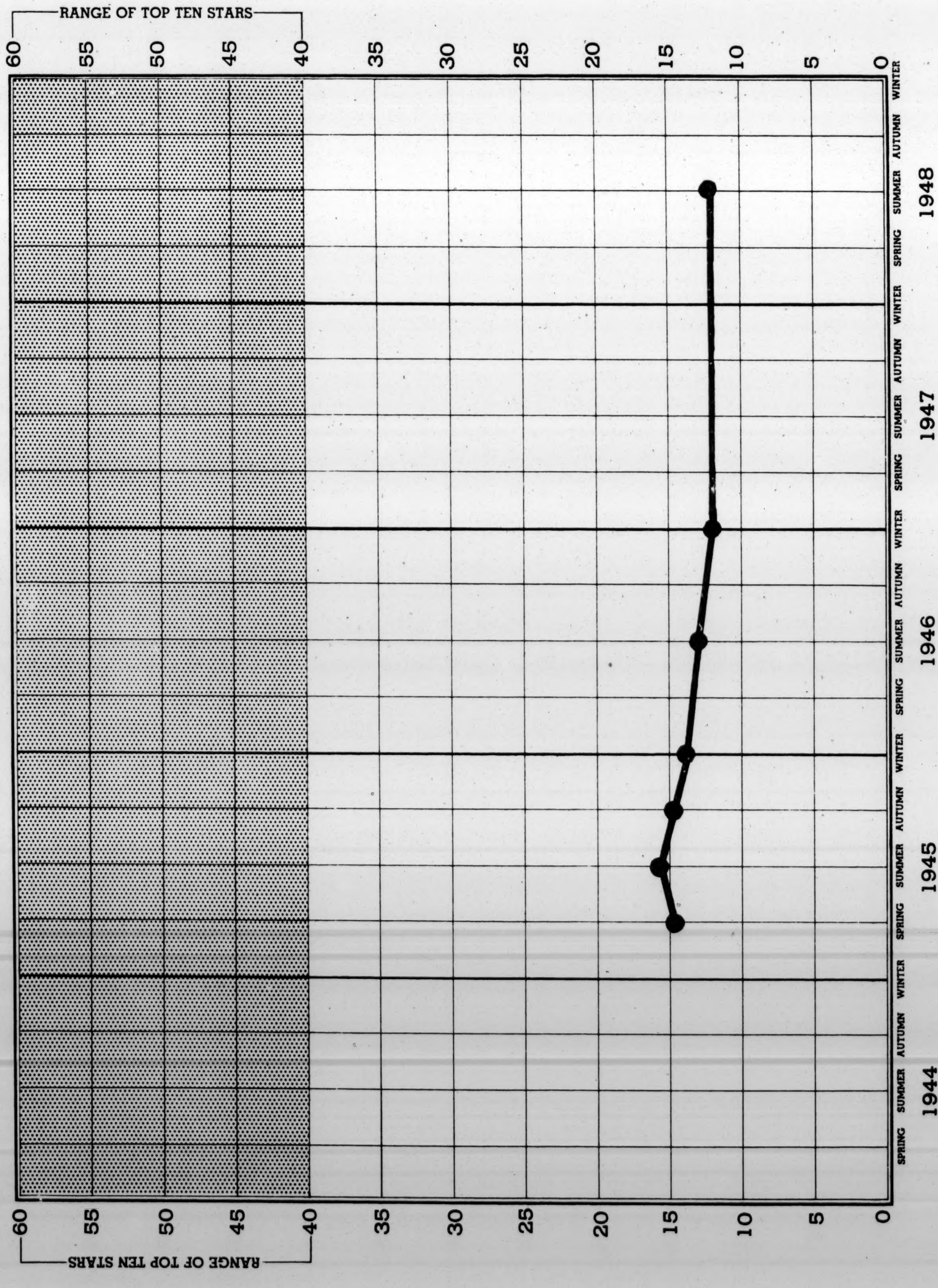
Gloria DE HAVEN



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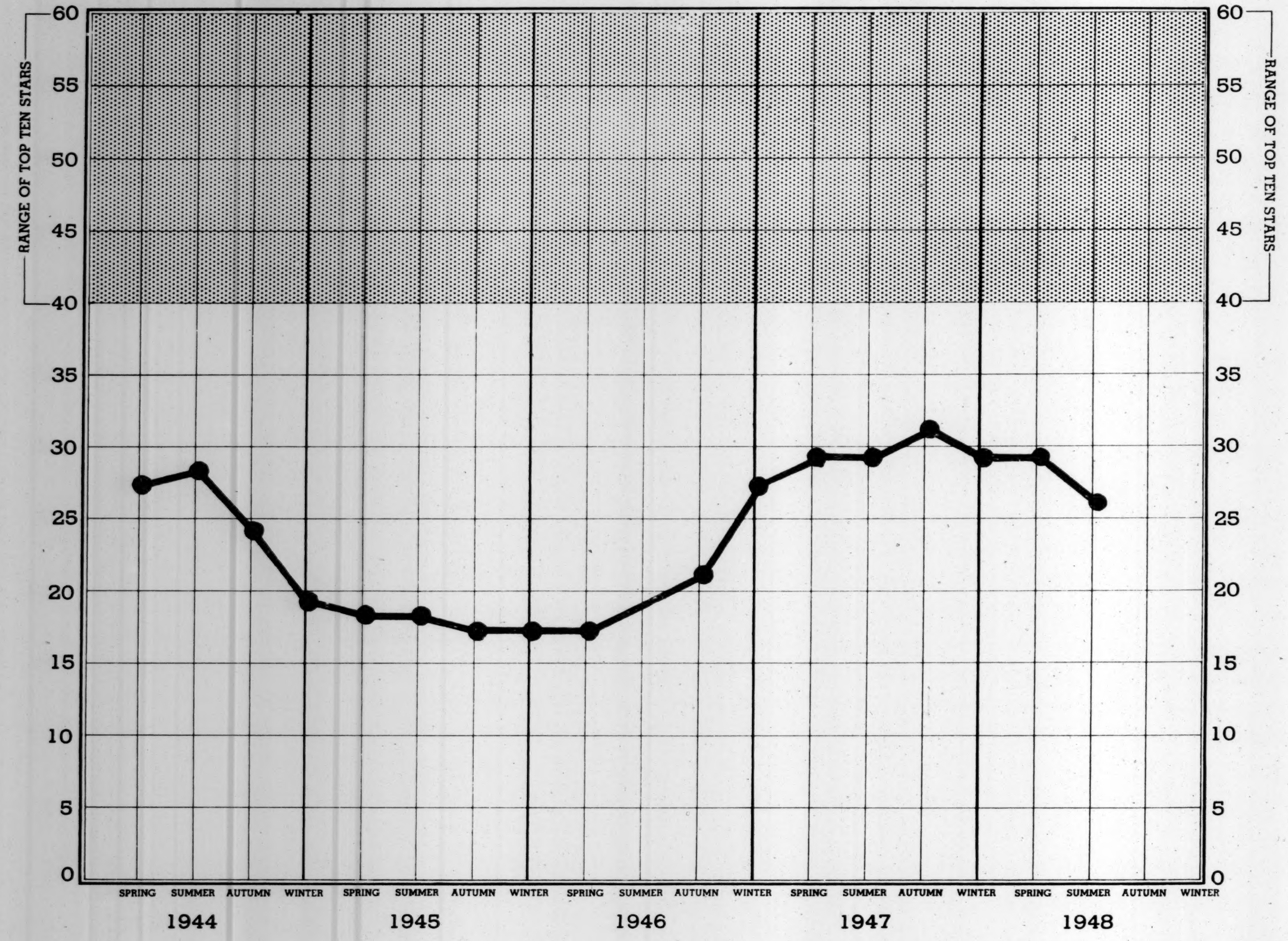

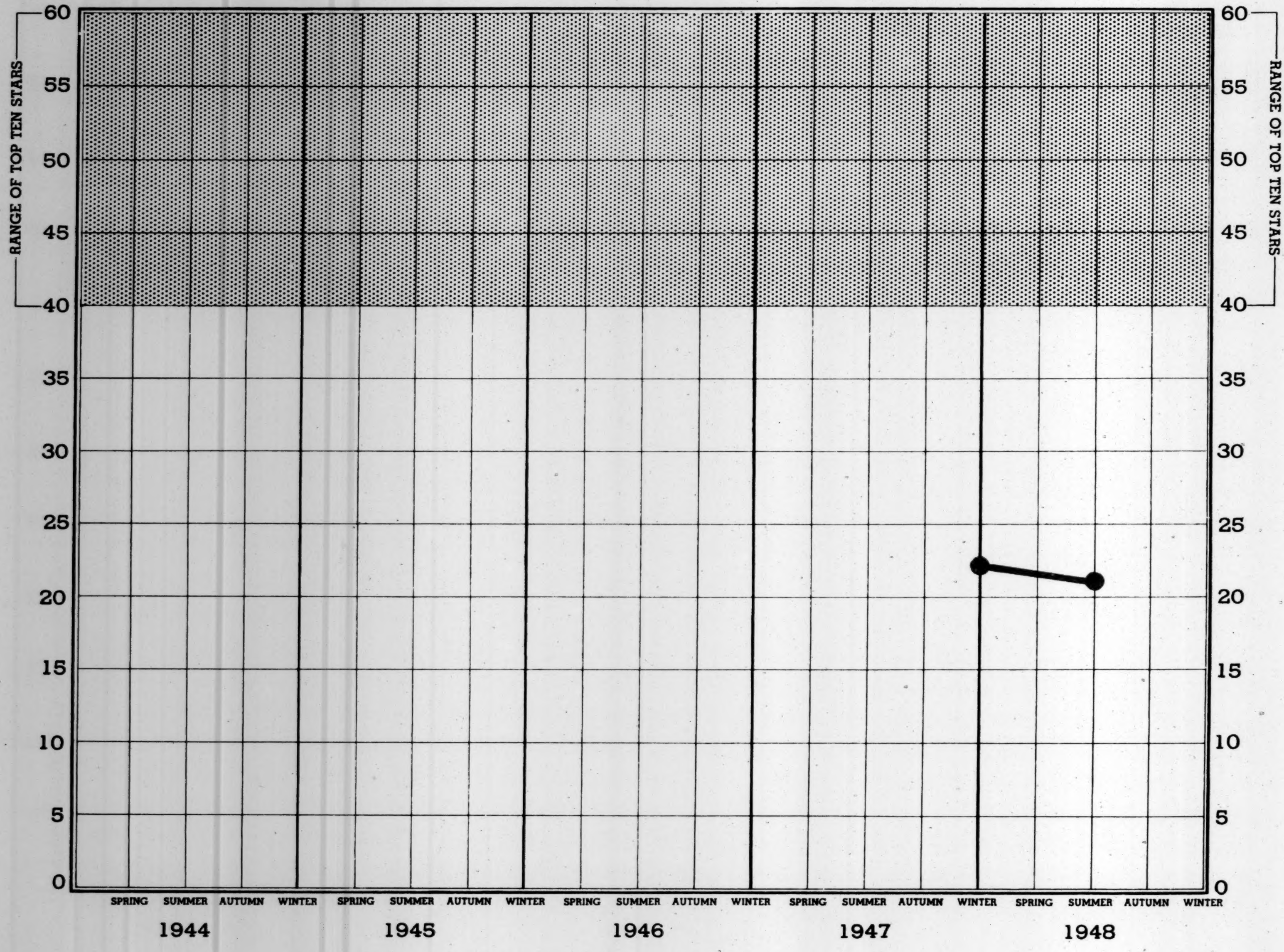

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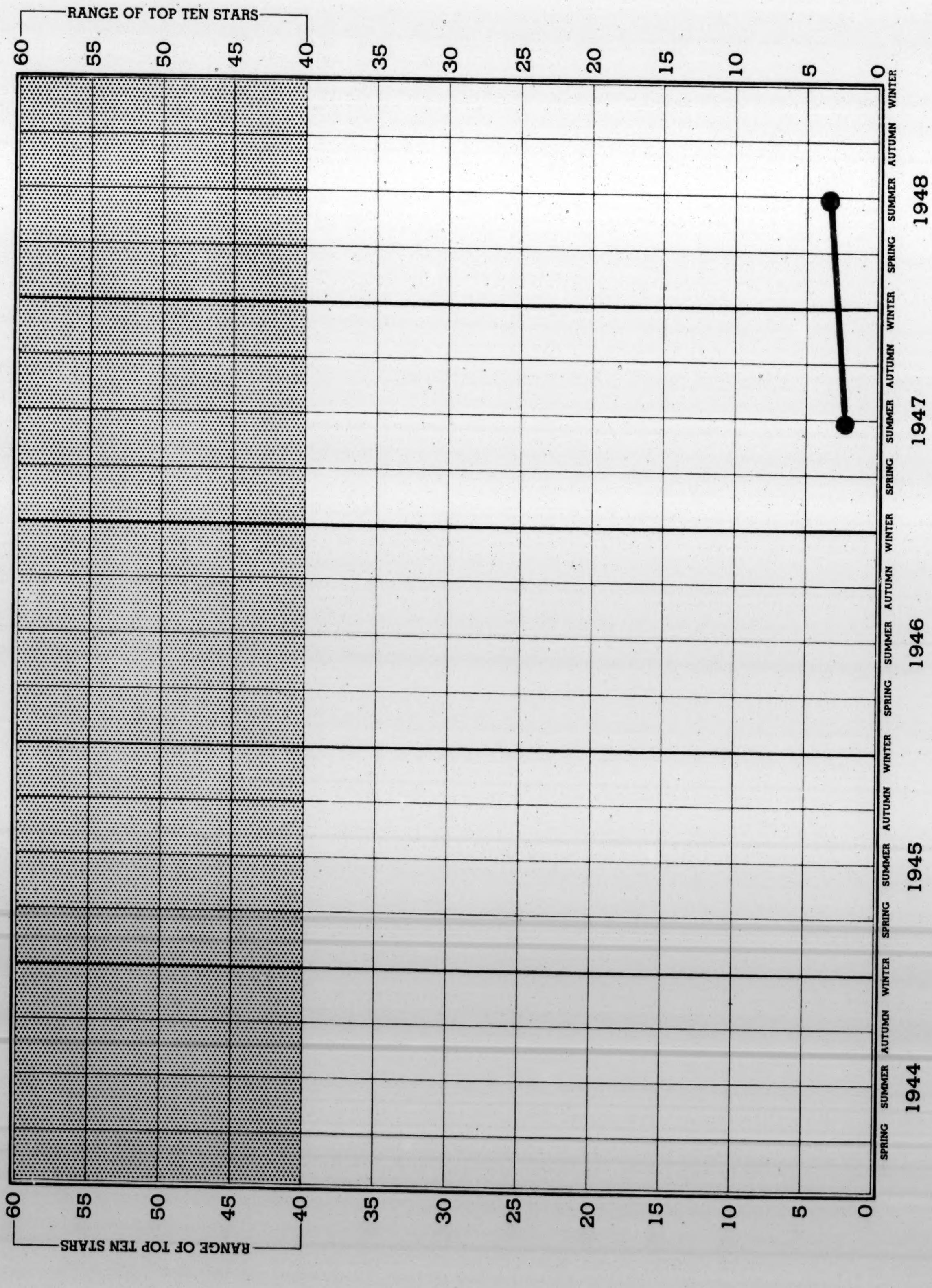

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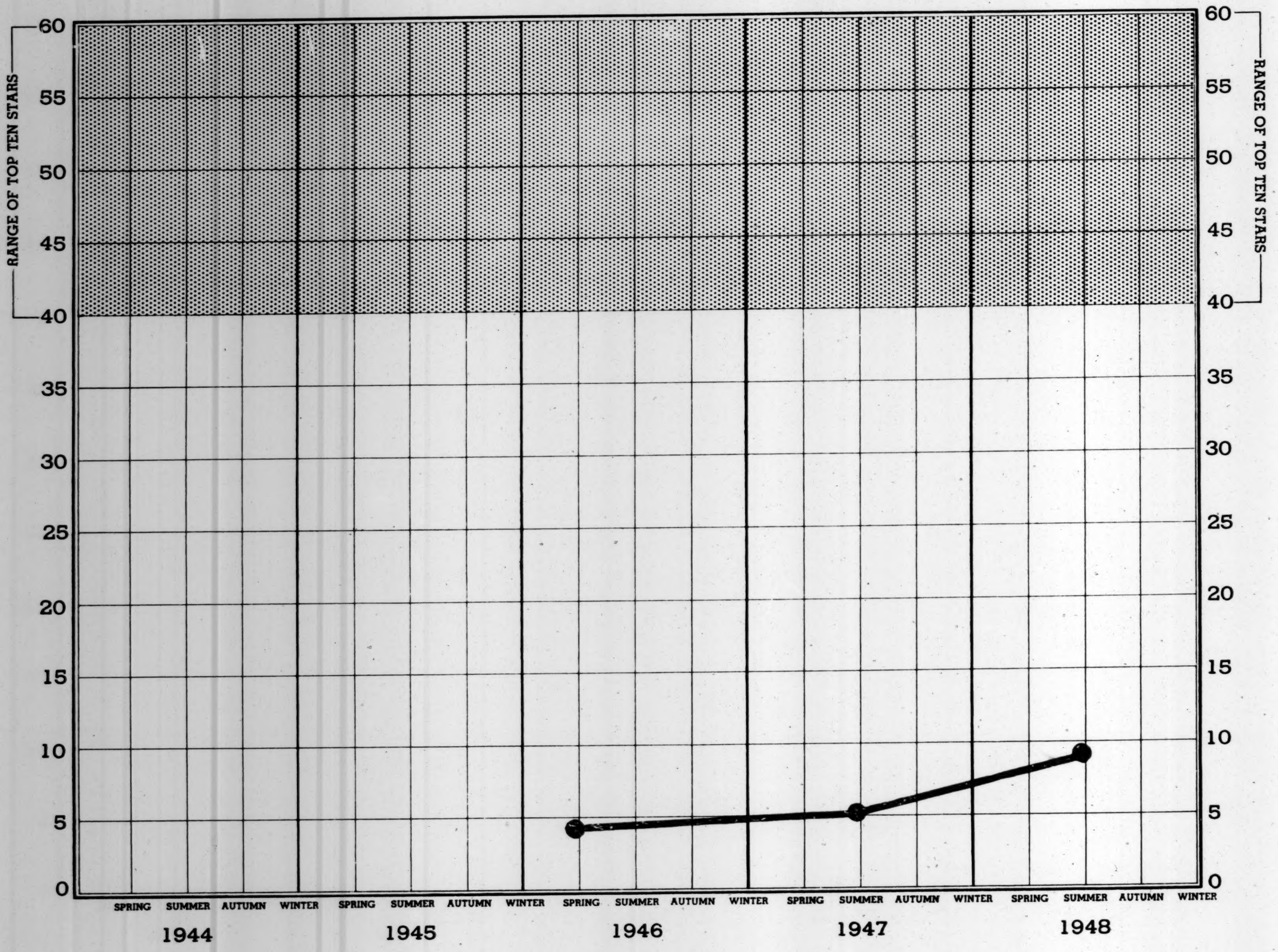
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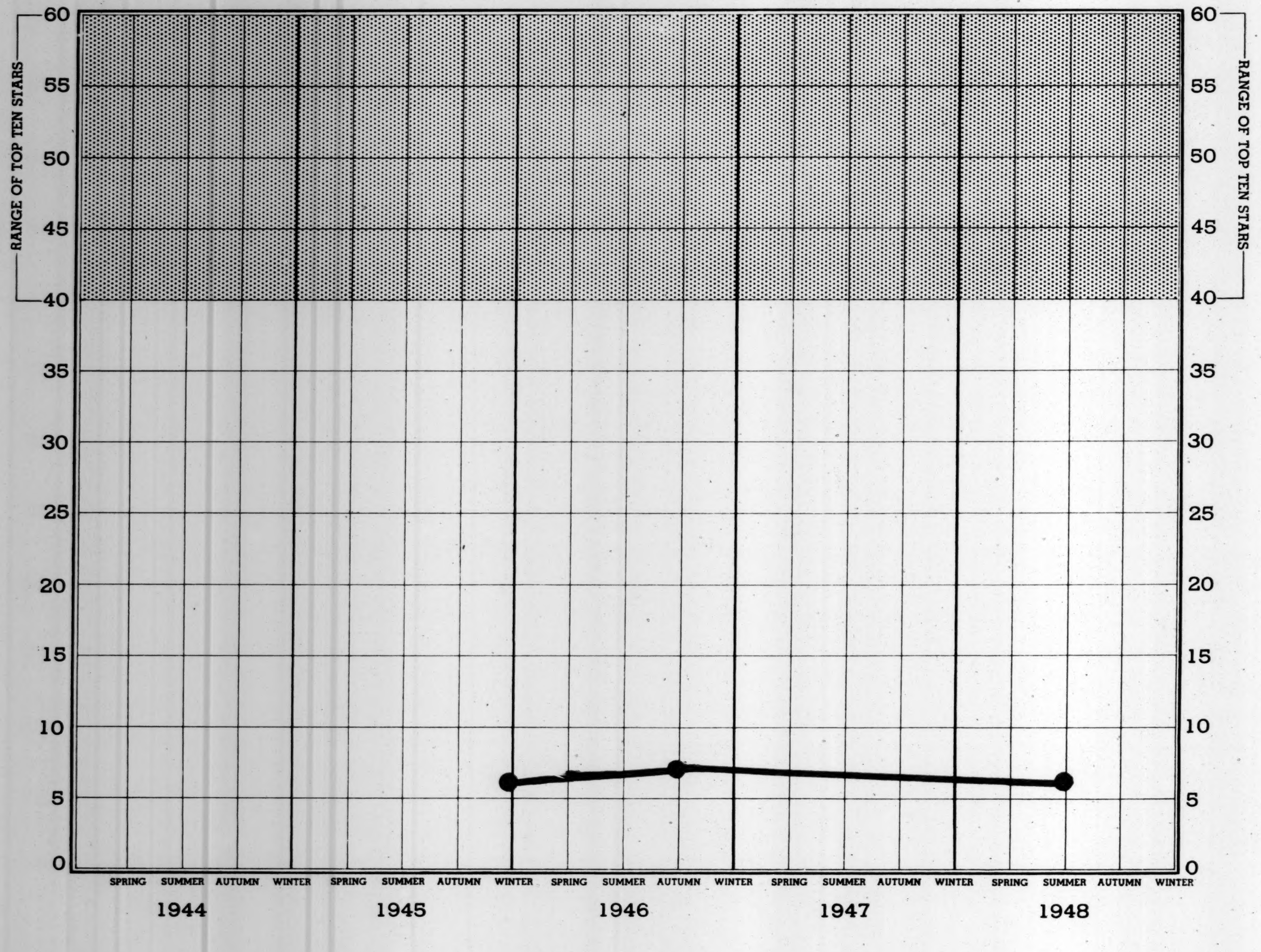

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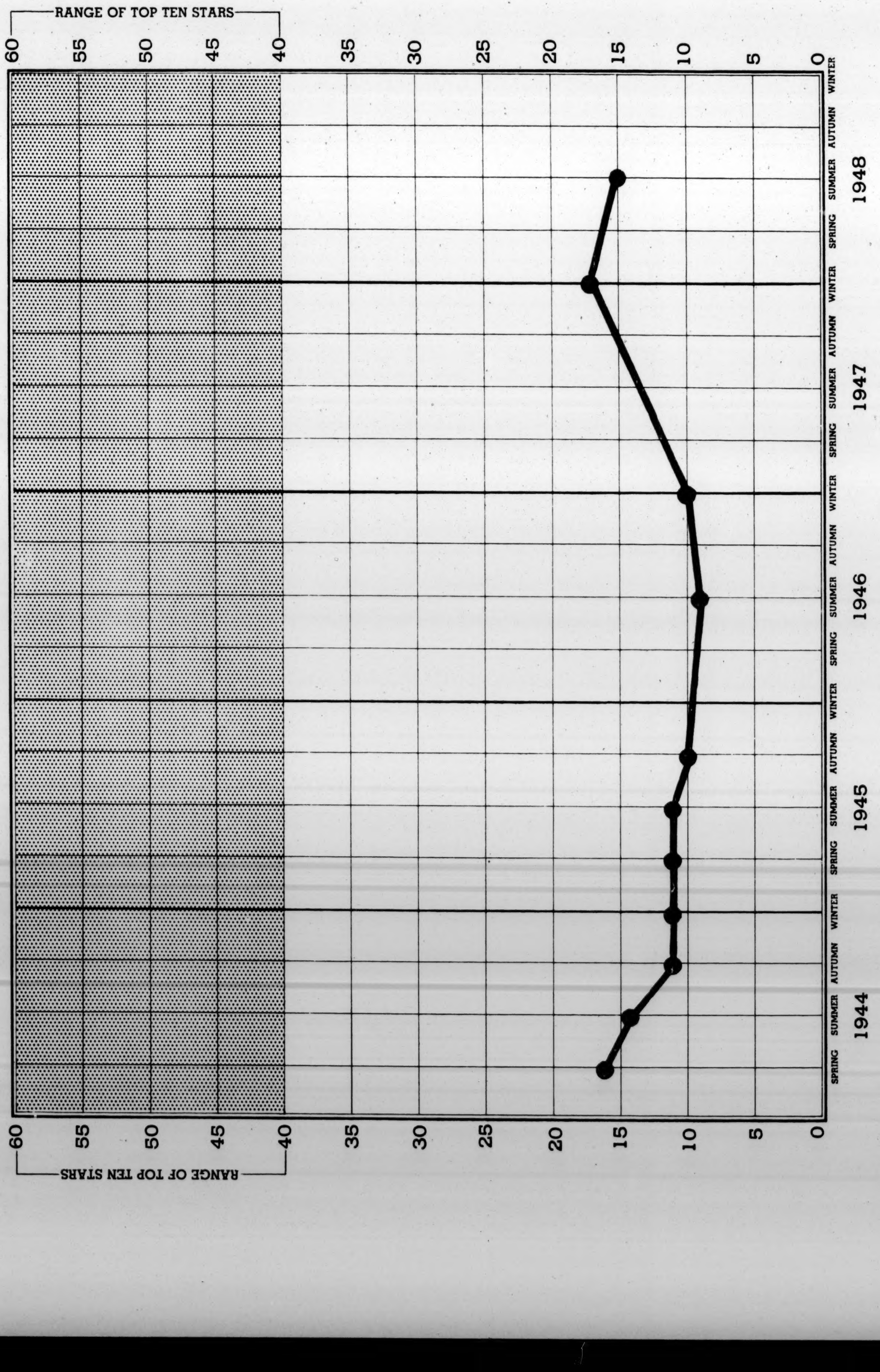

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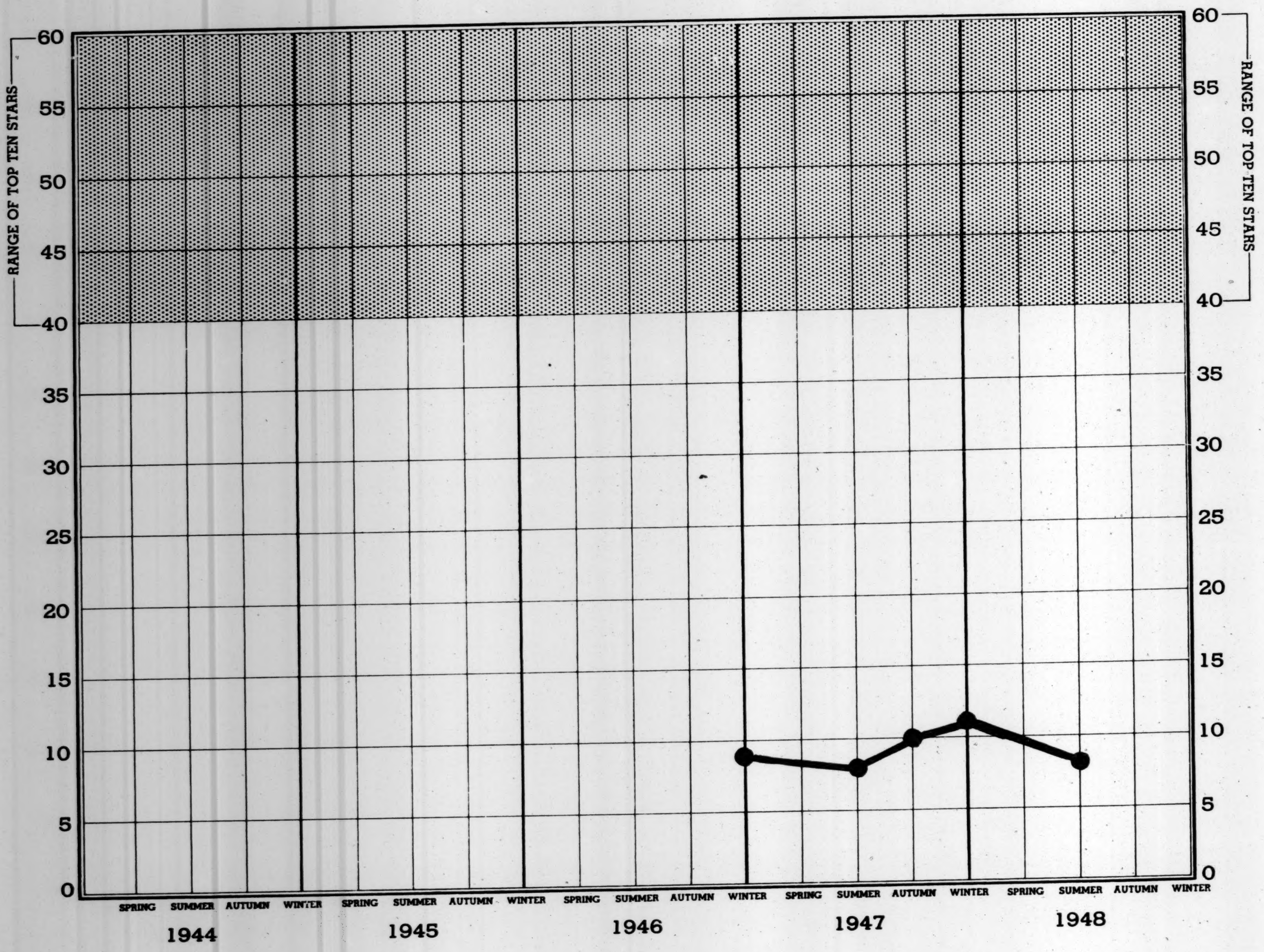

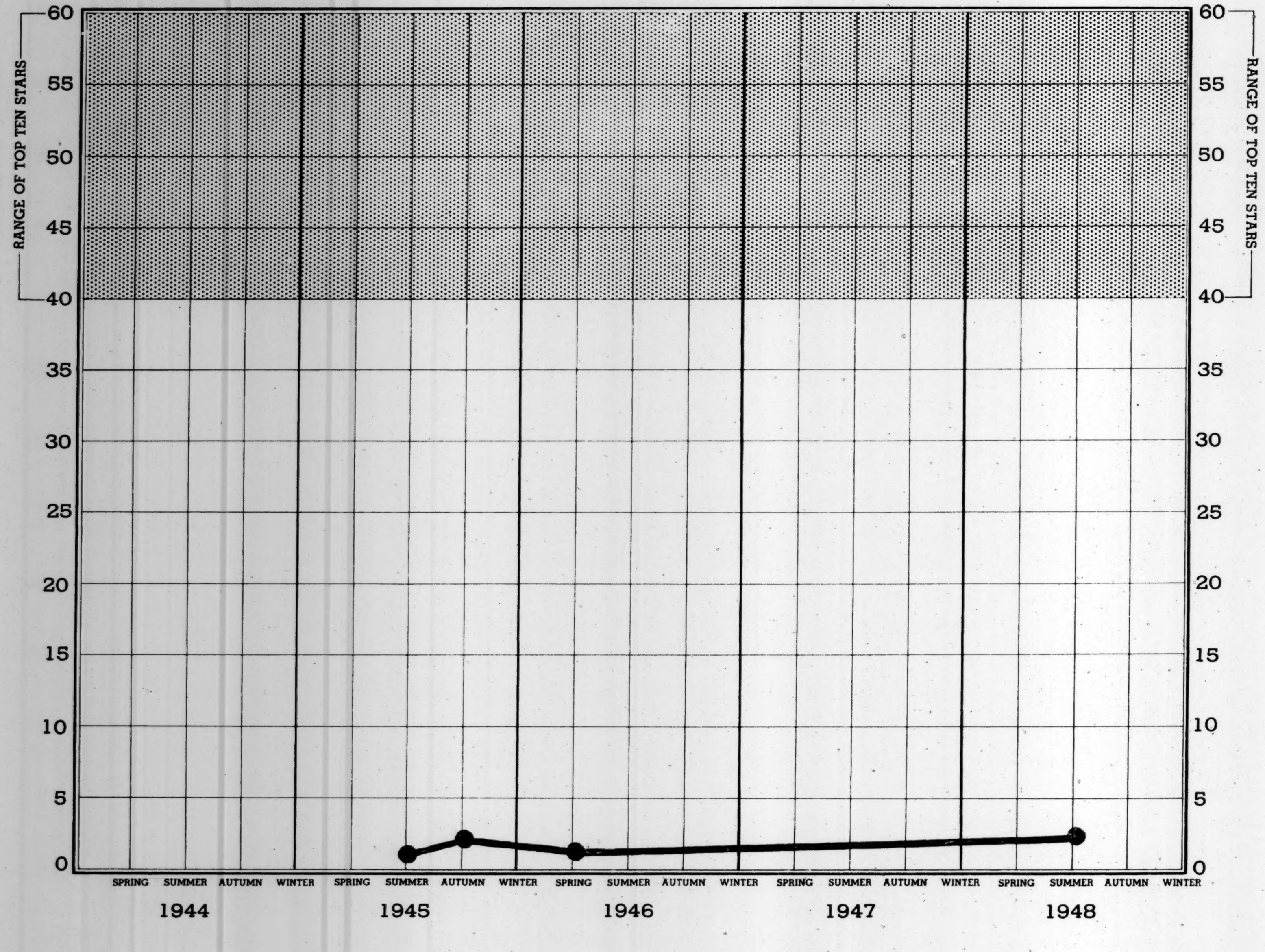

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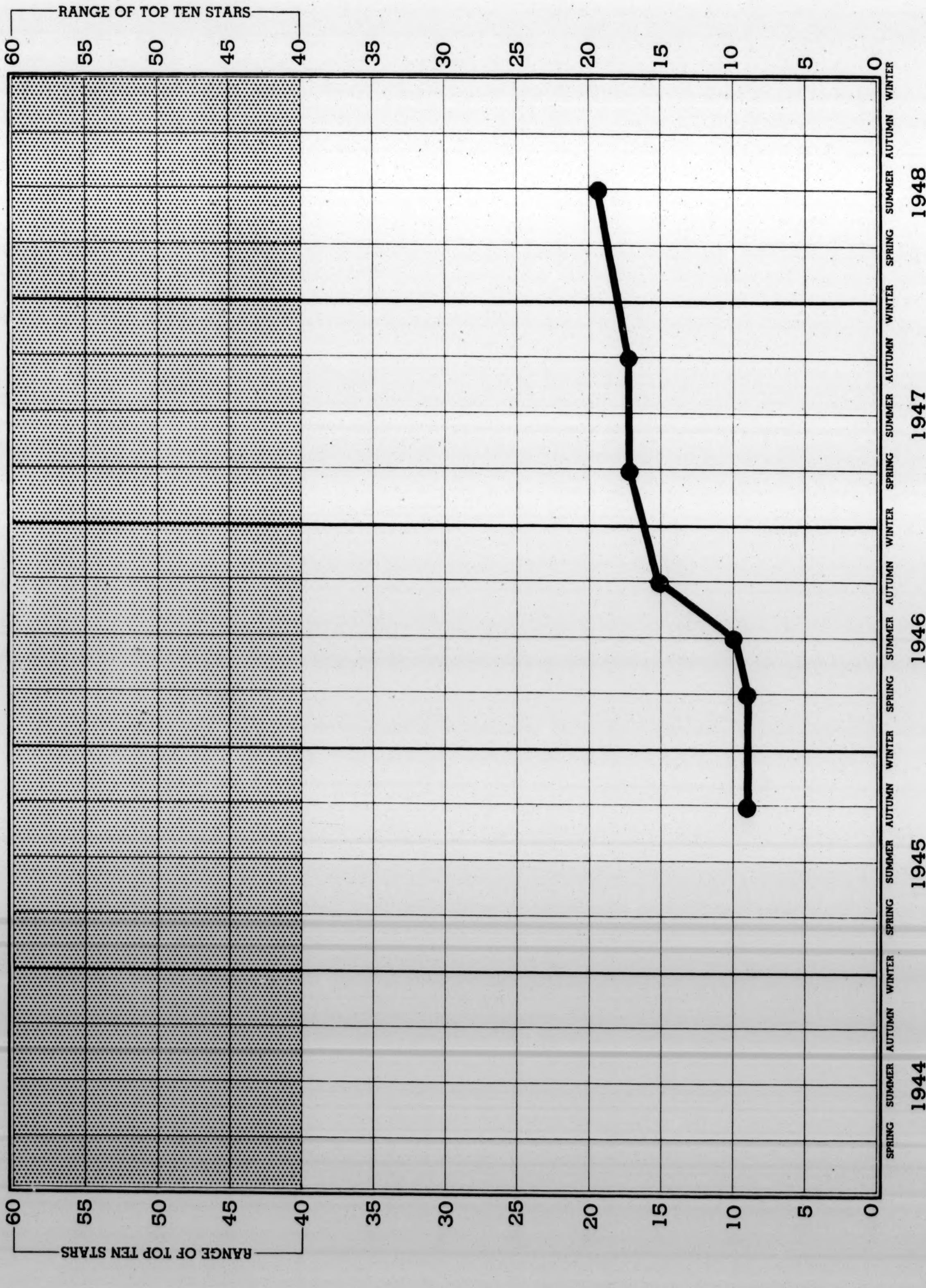

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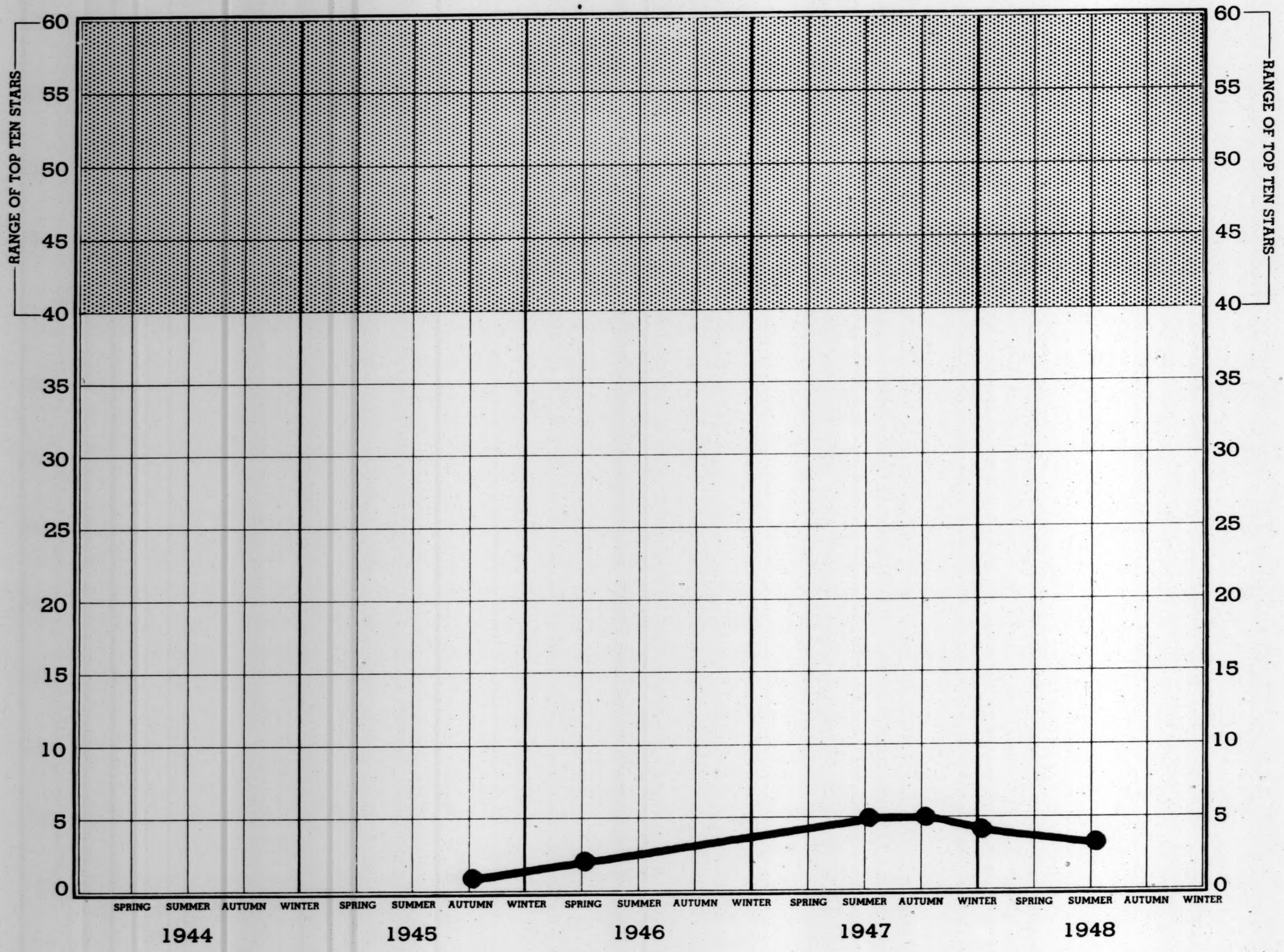
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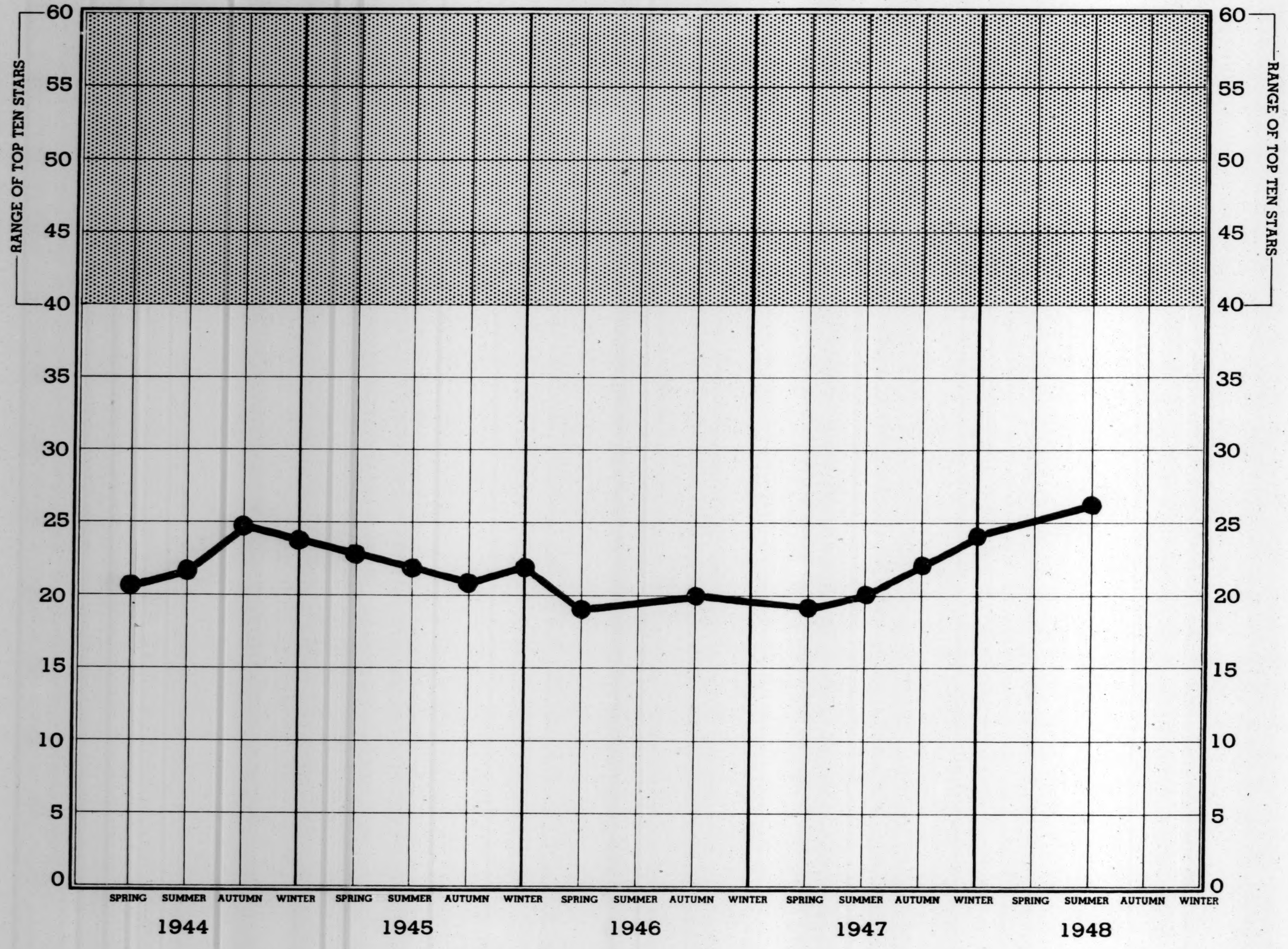
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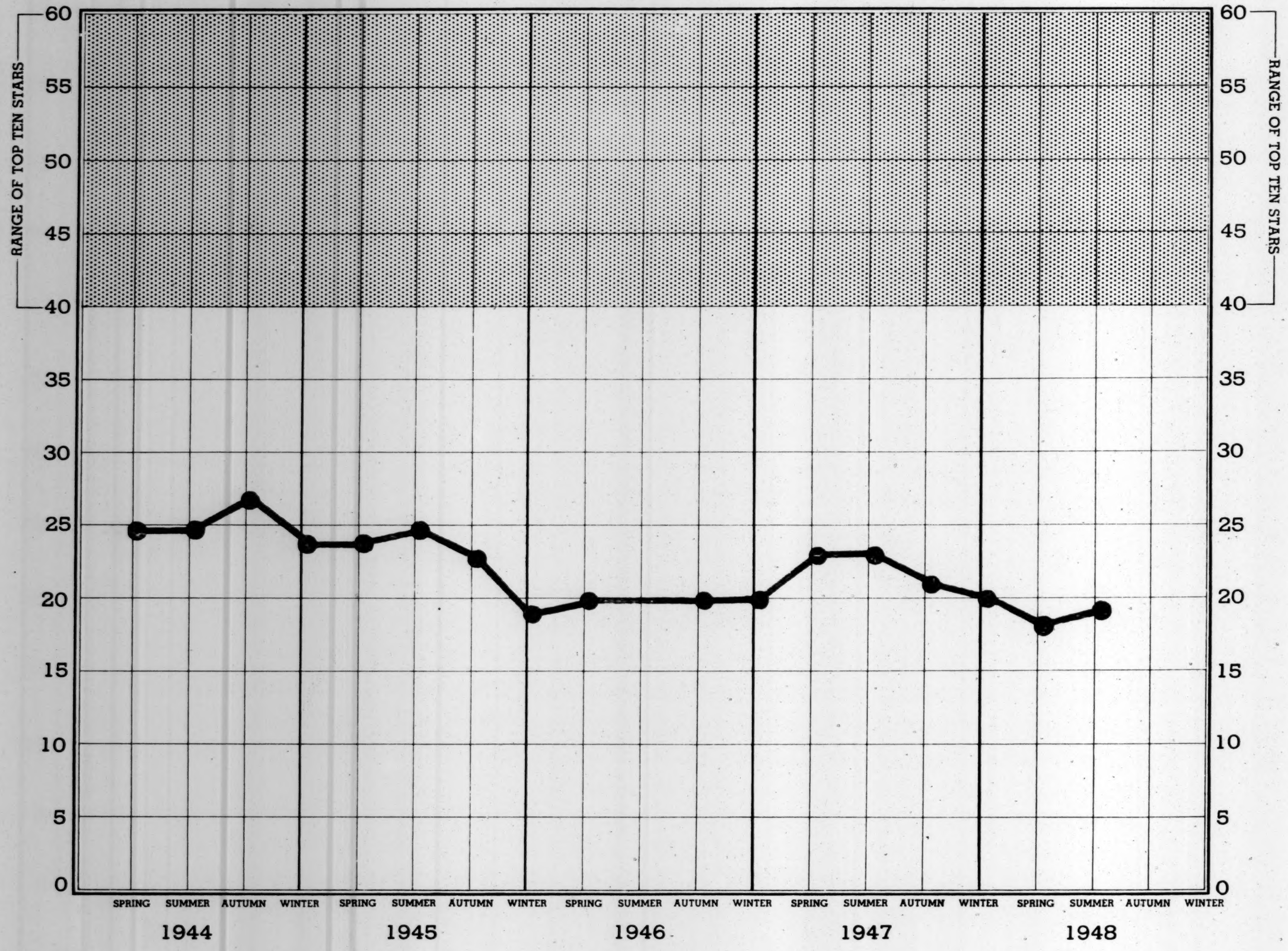
Irene DUNNE

Deanna DURBIN



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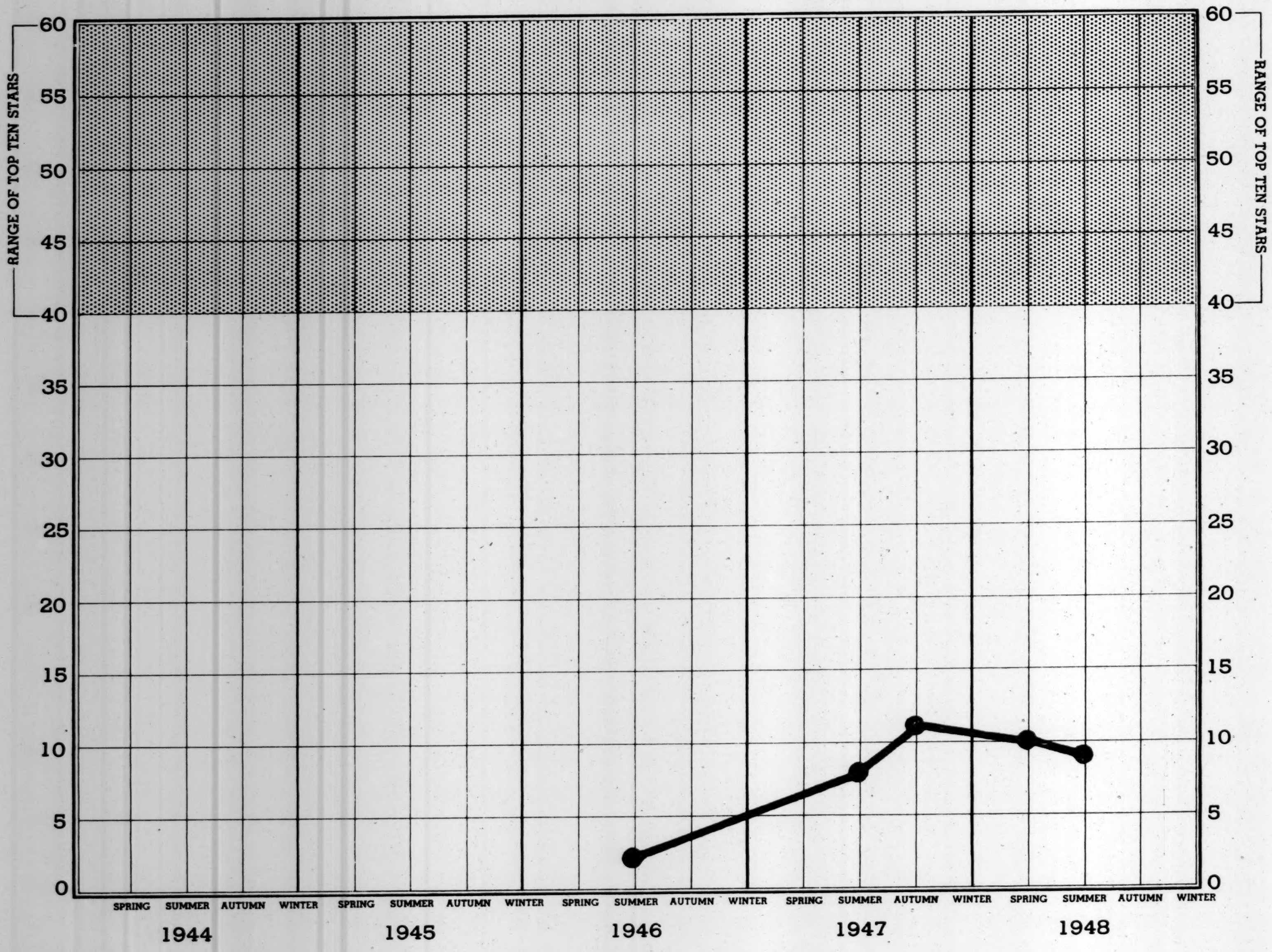
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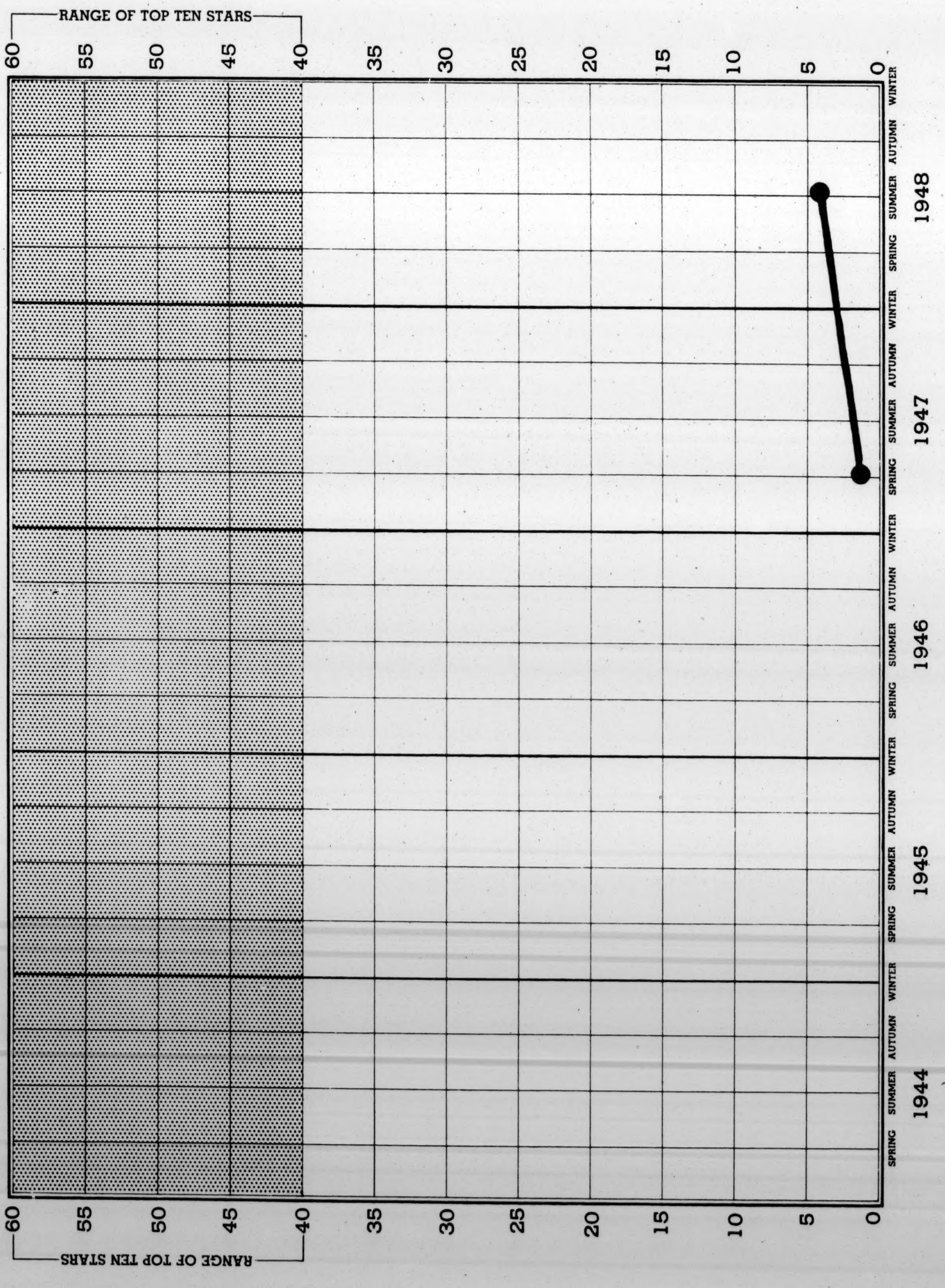
Ann DVORAK



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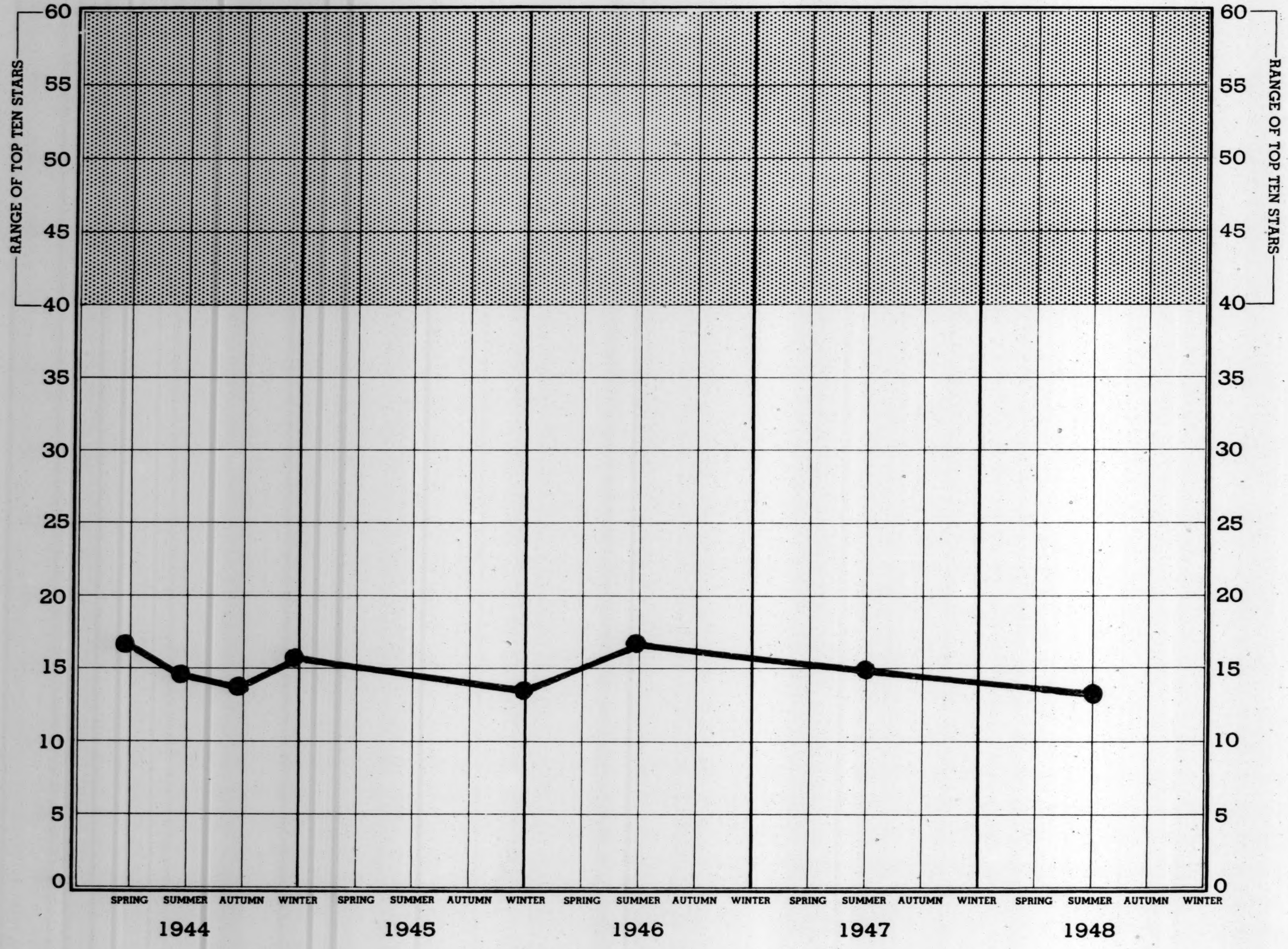
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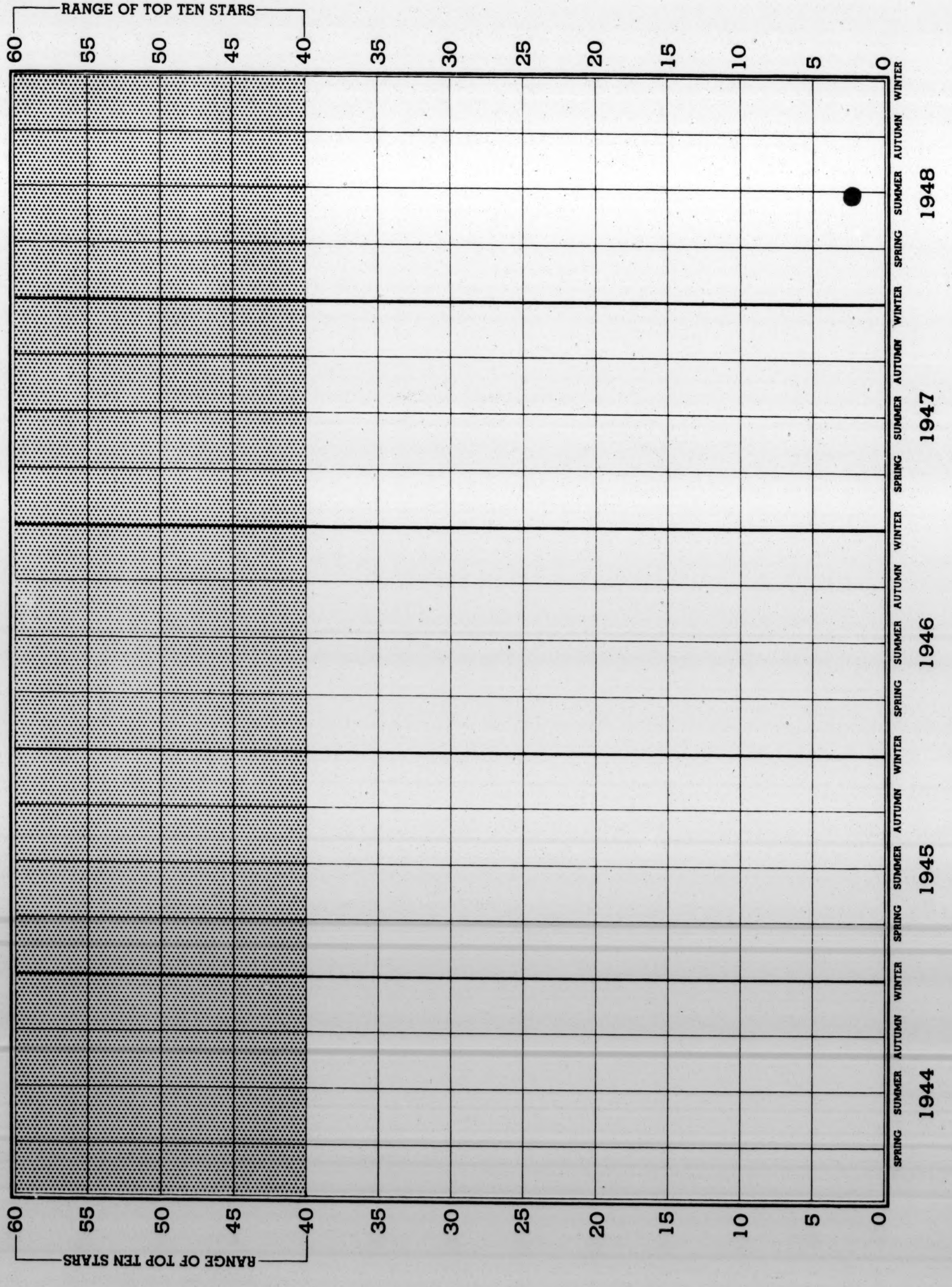
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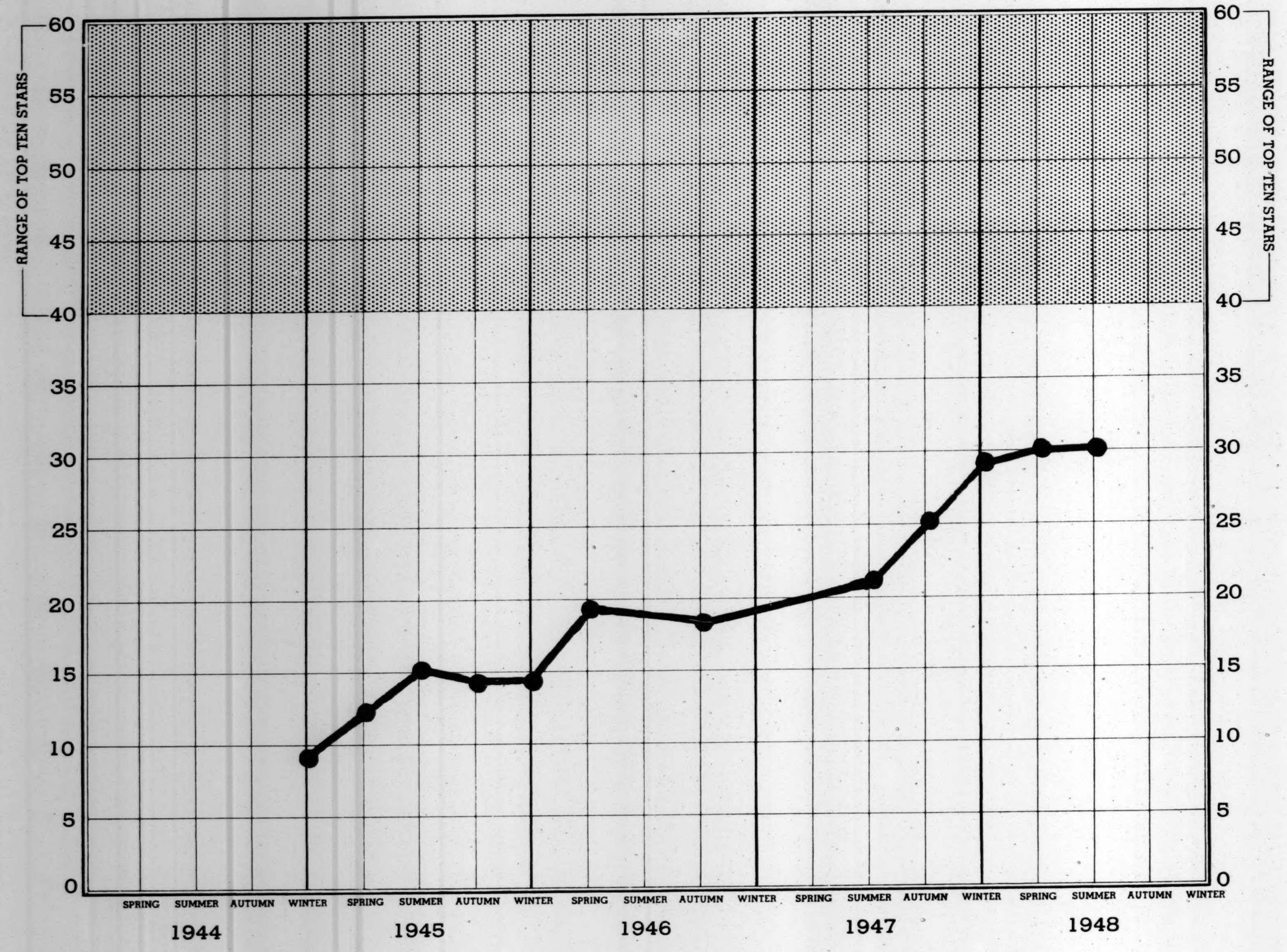
Barry FITZGERALD



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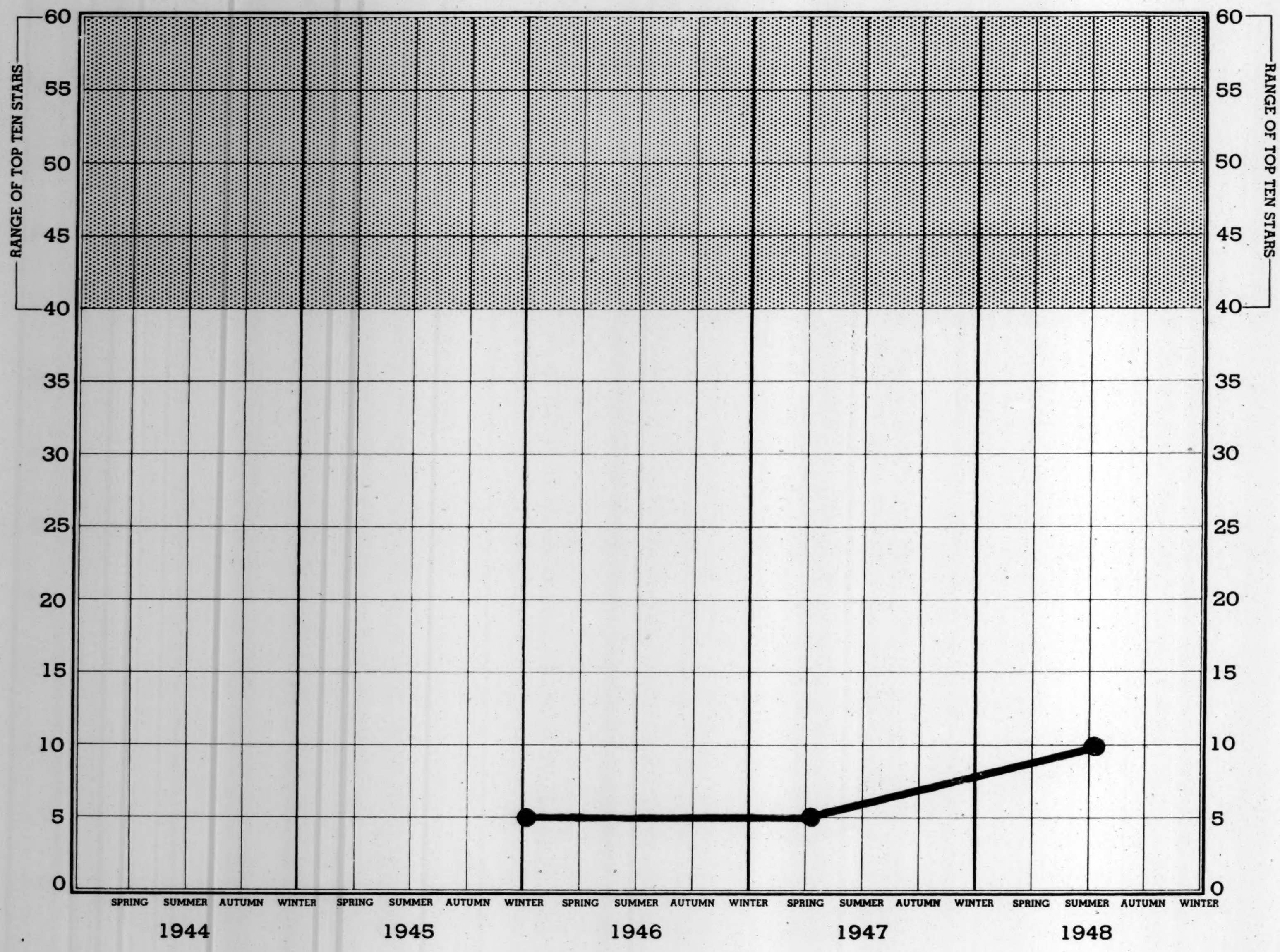

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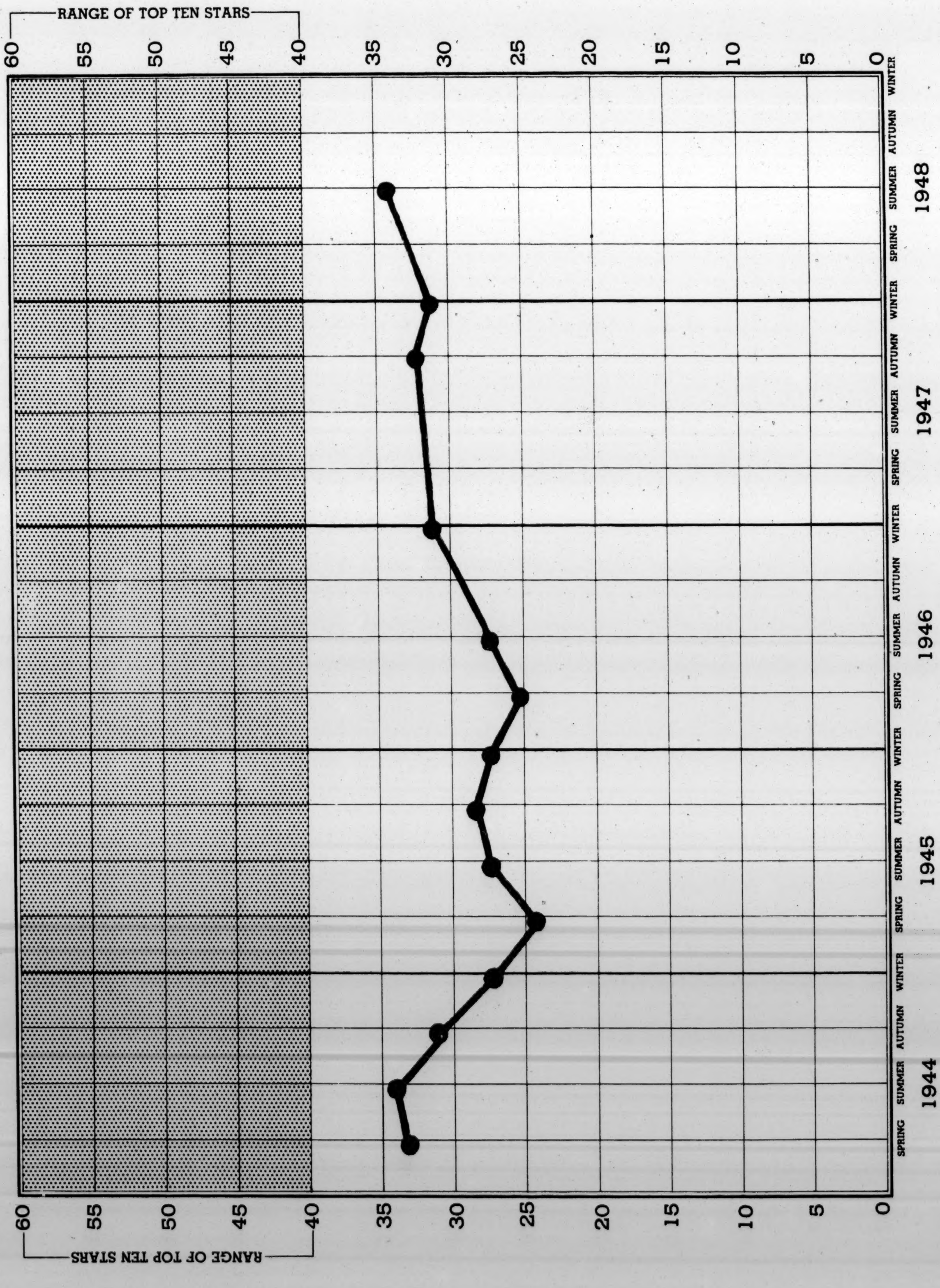

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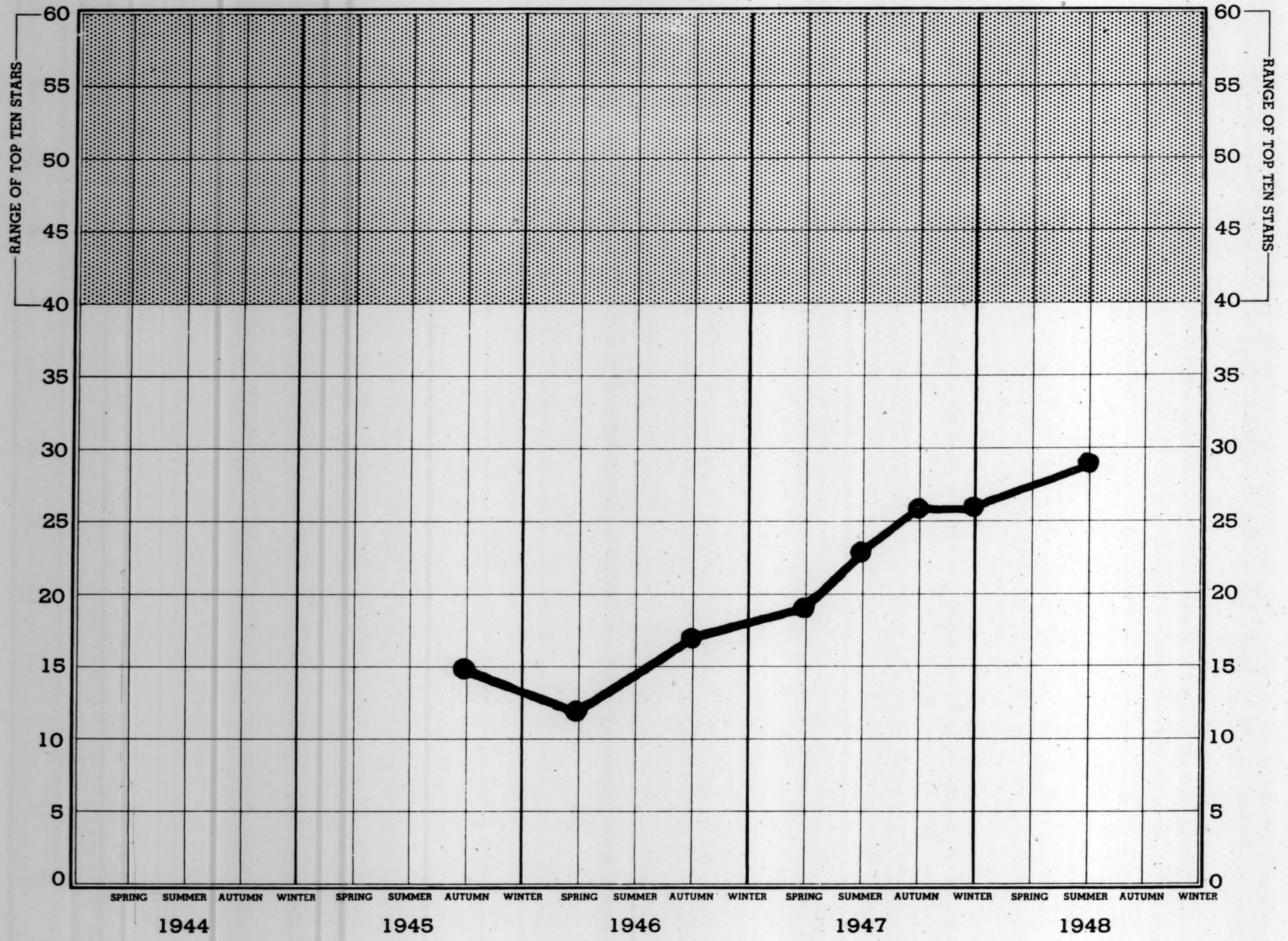
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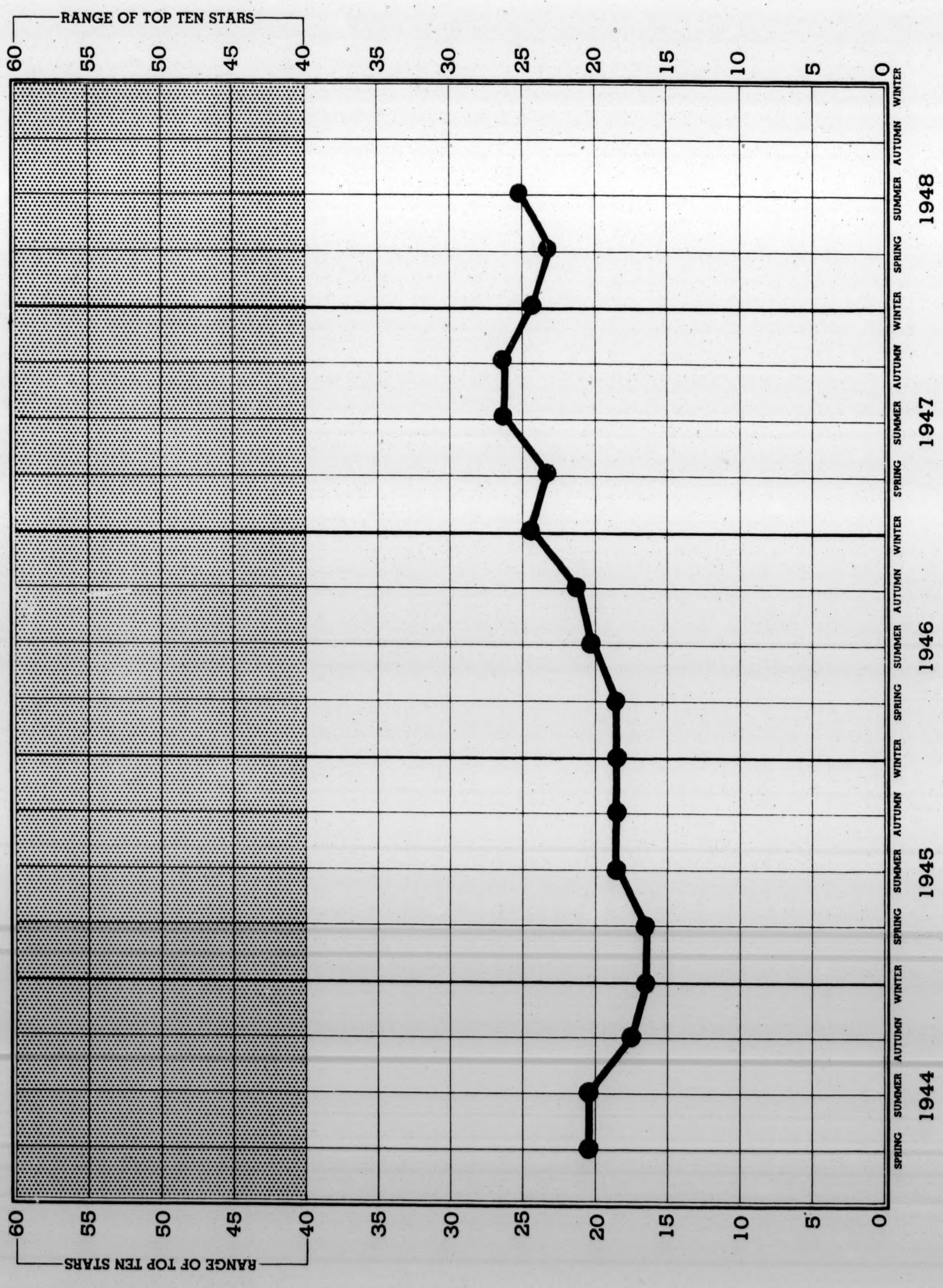

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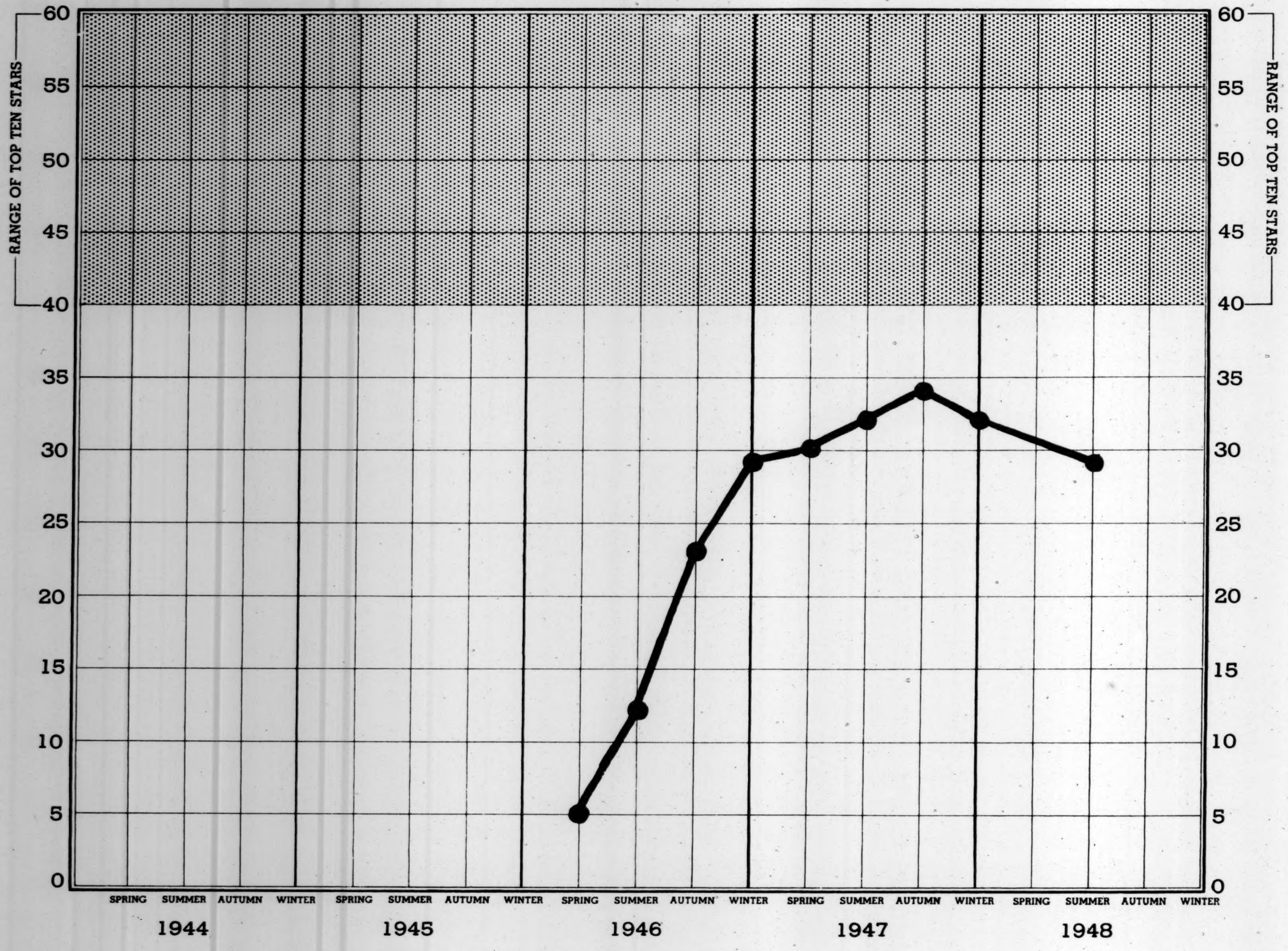
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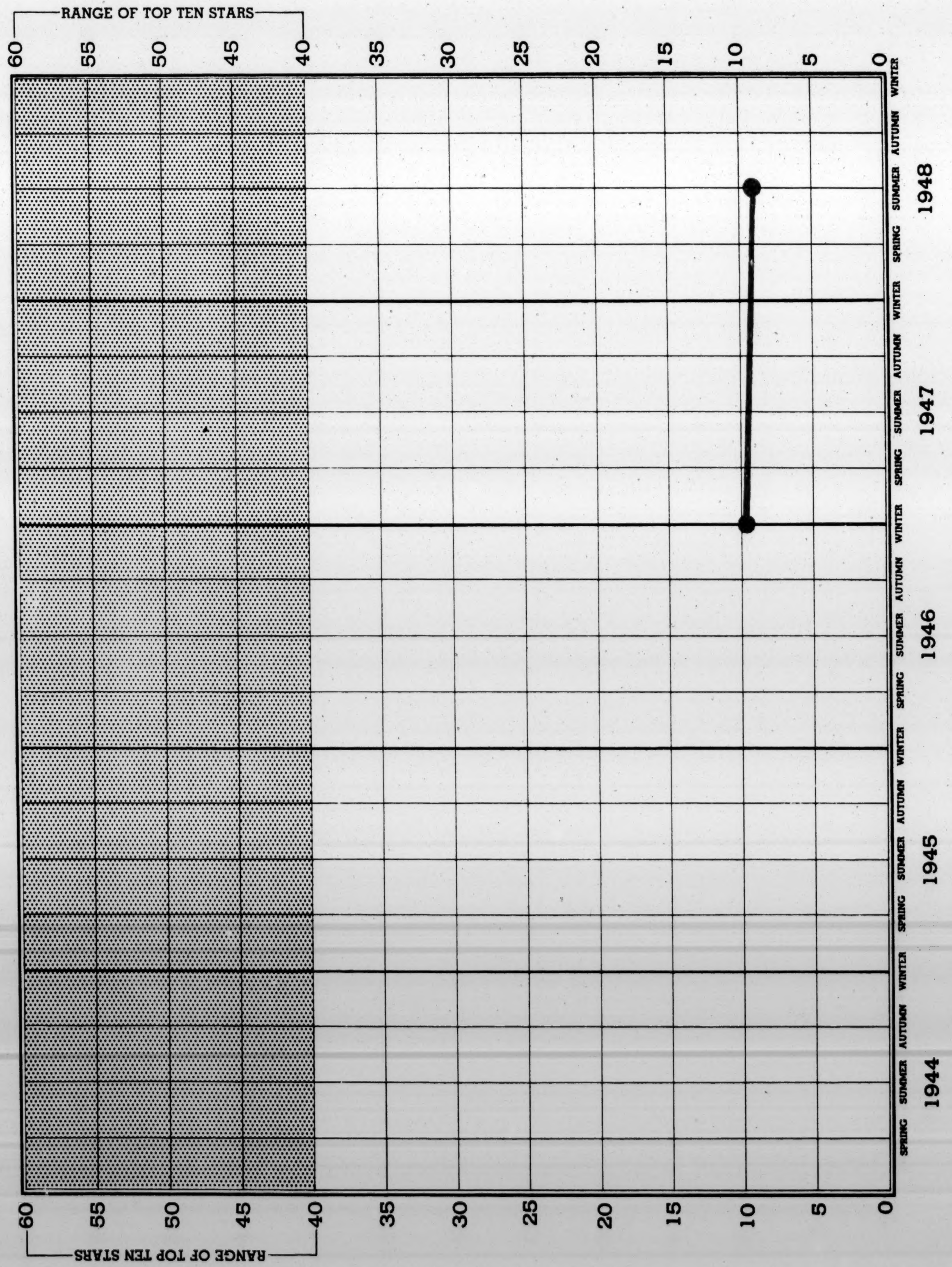

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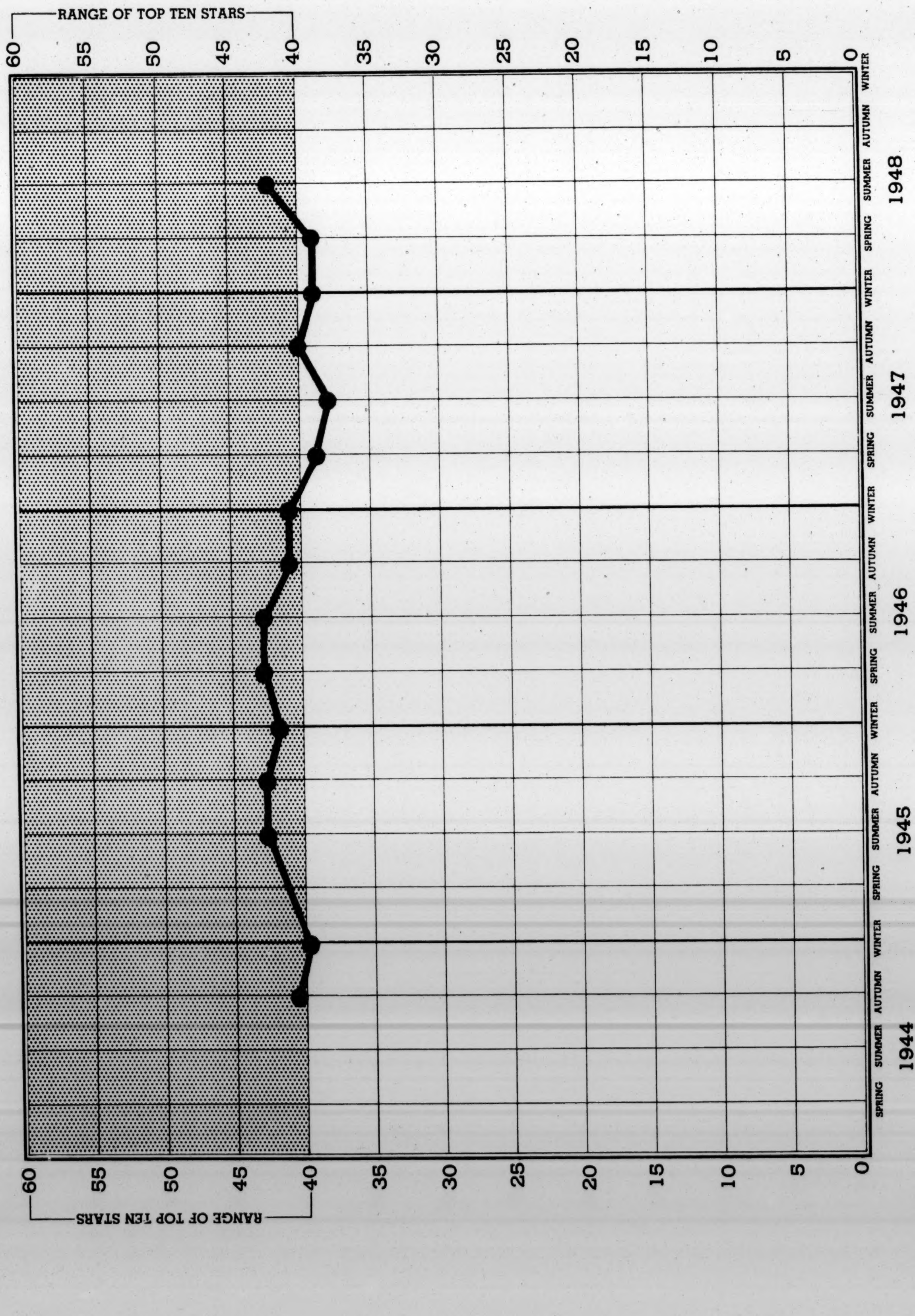
Clark GABLE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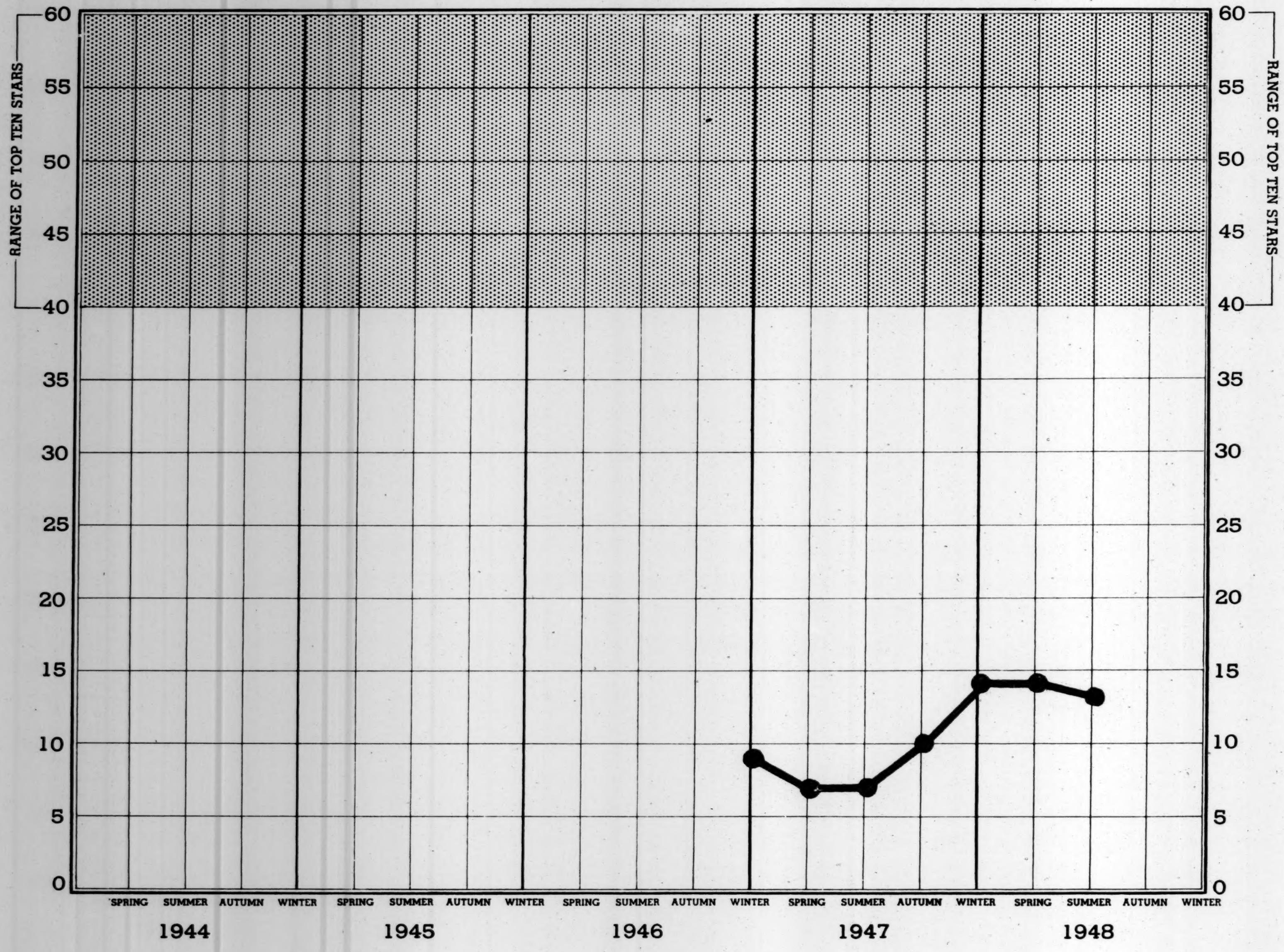
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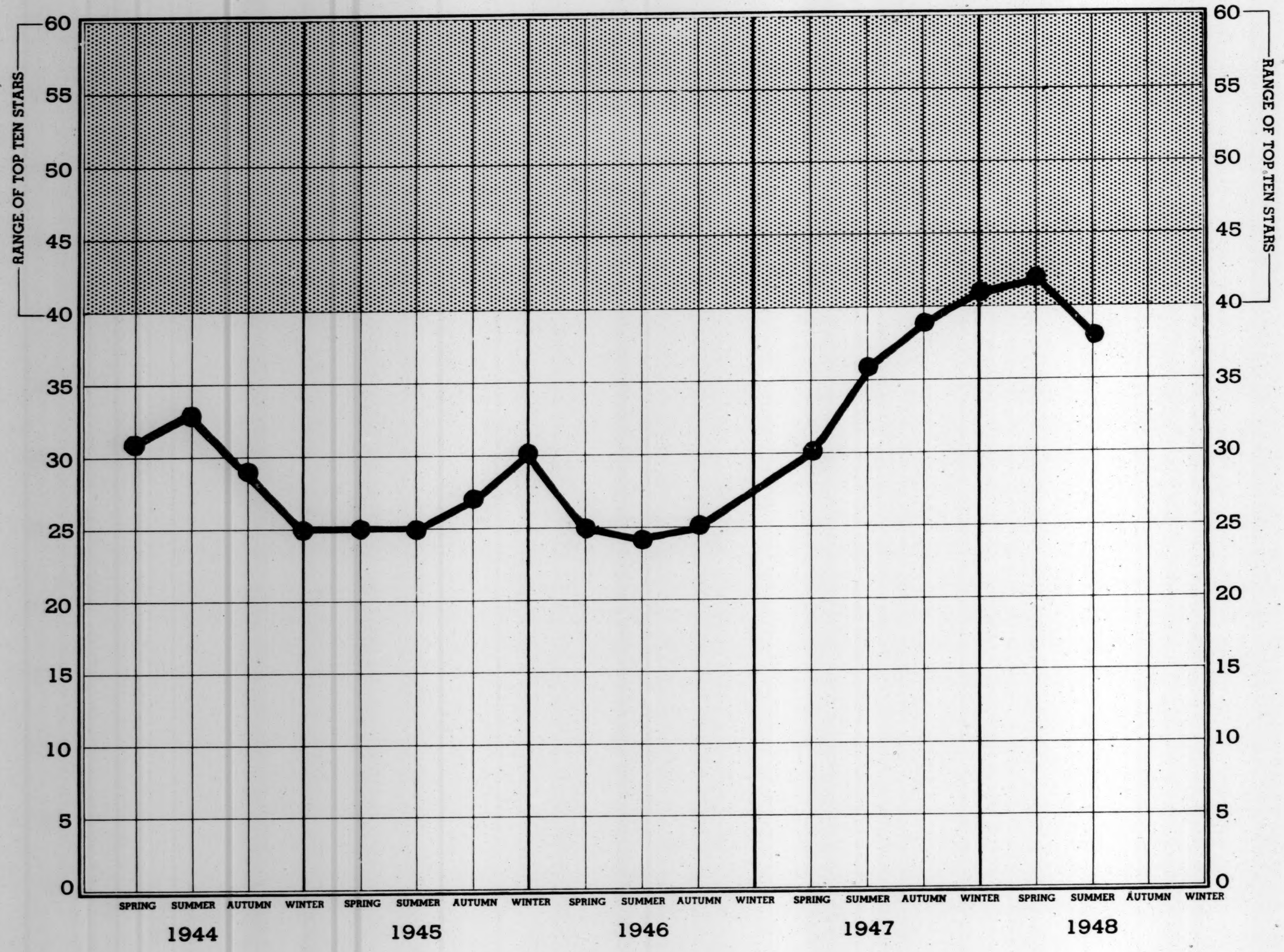

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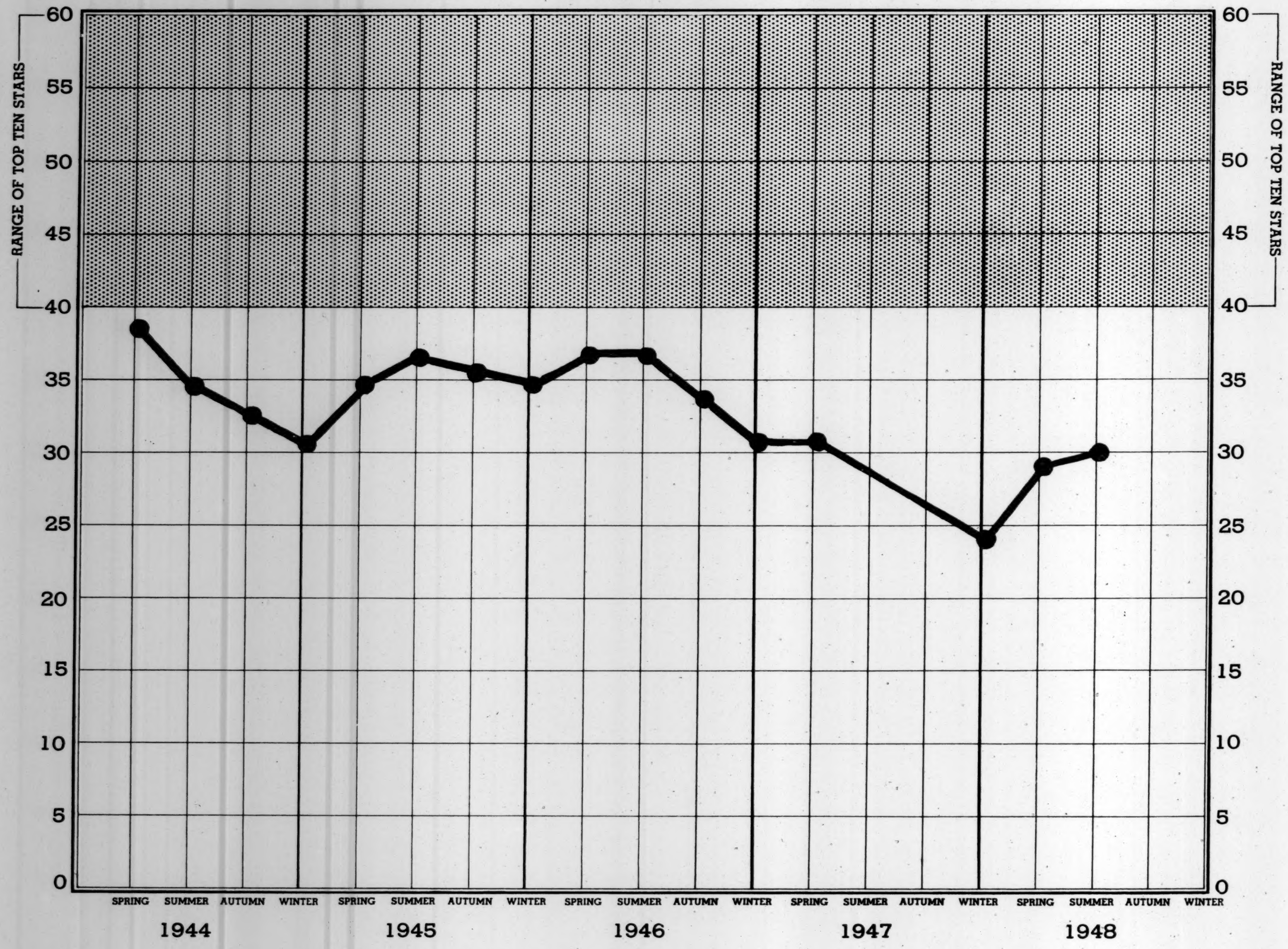

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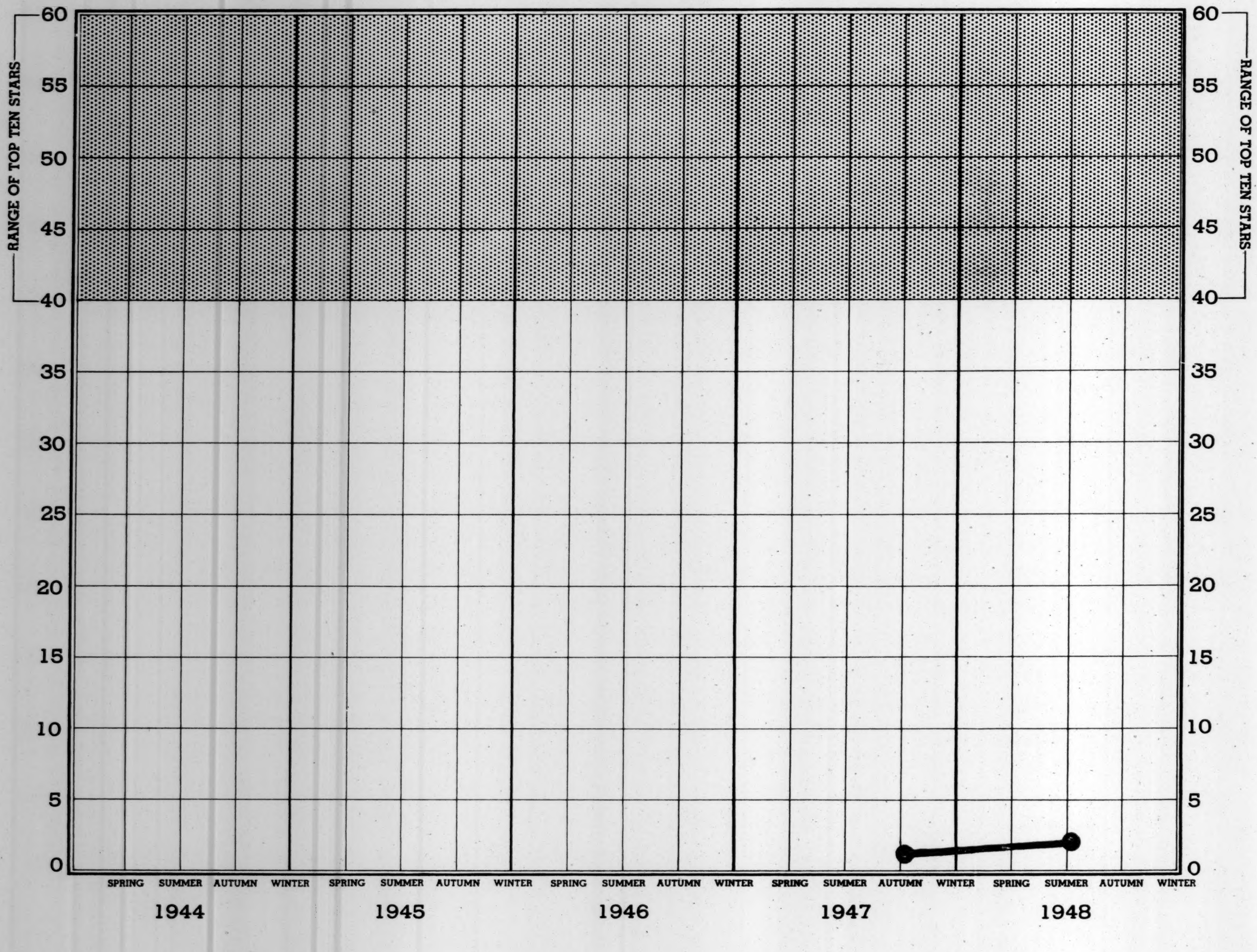
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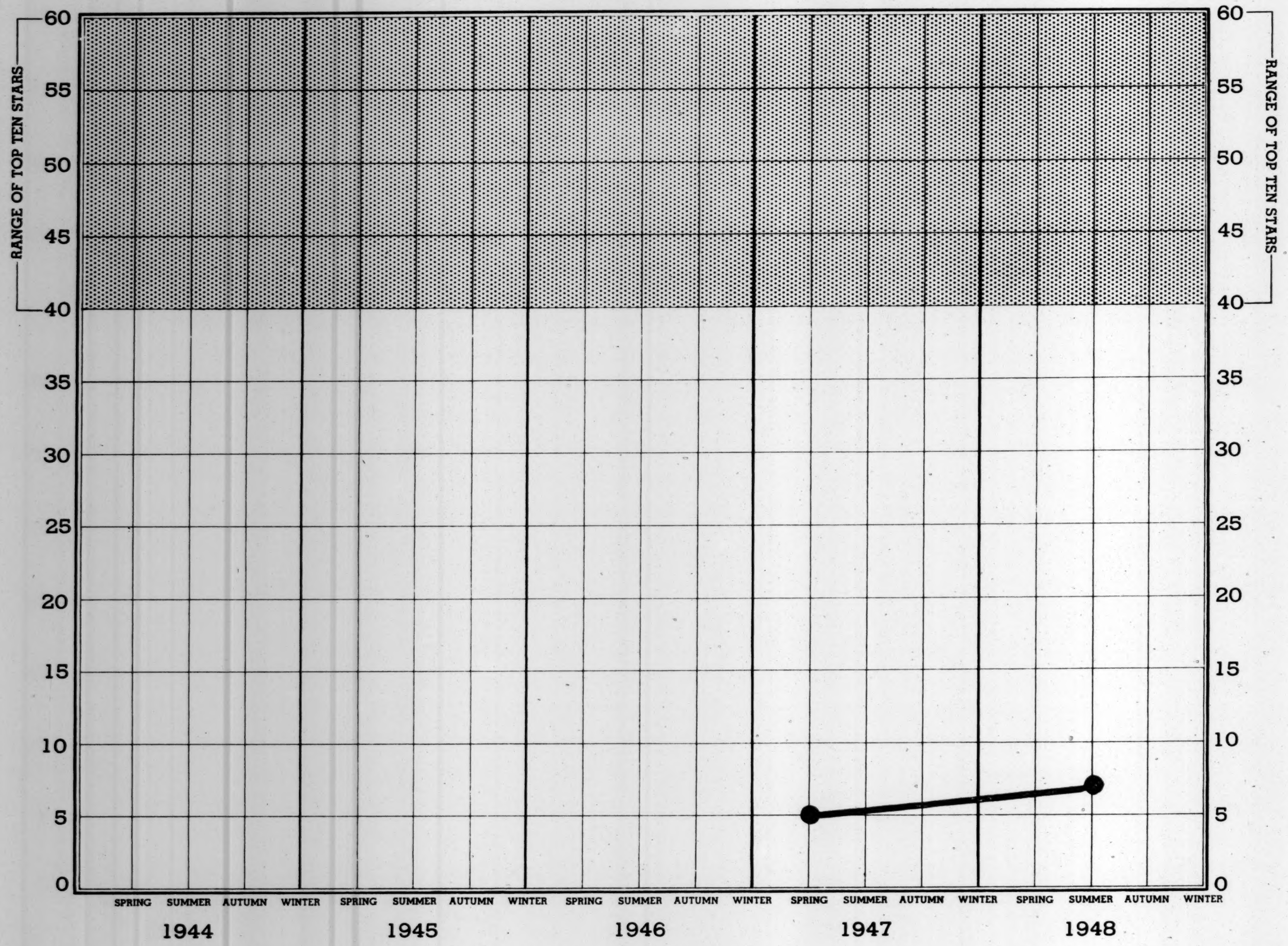

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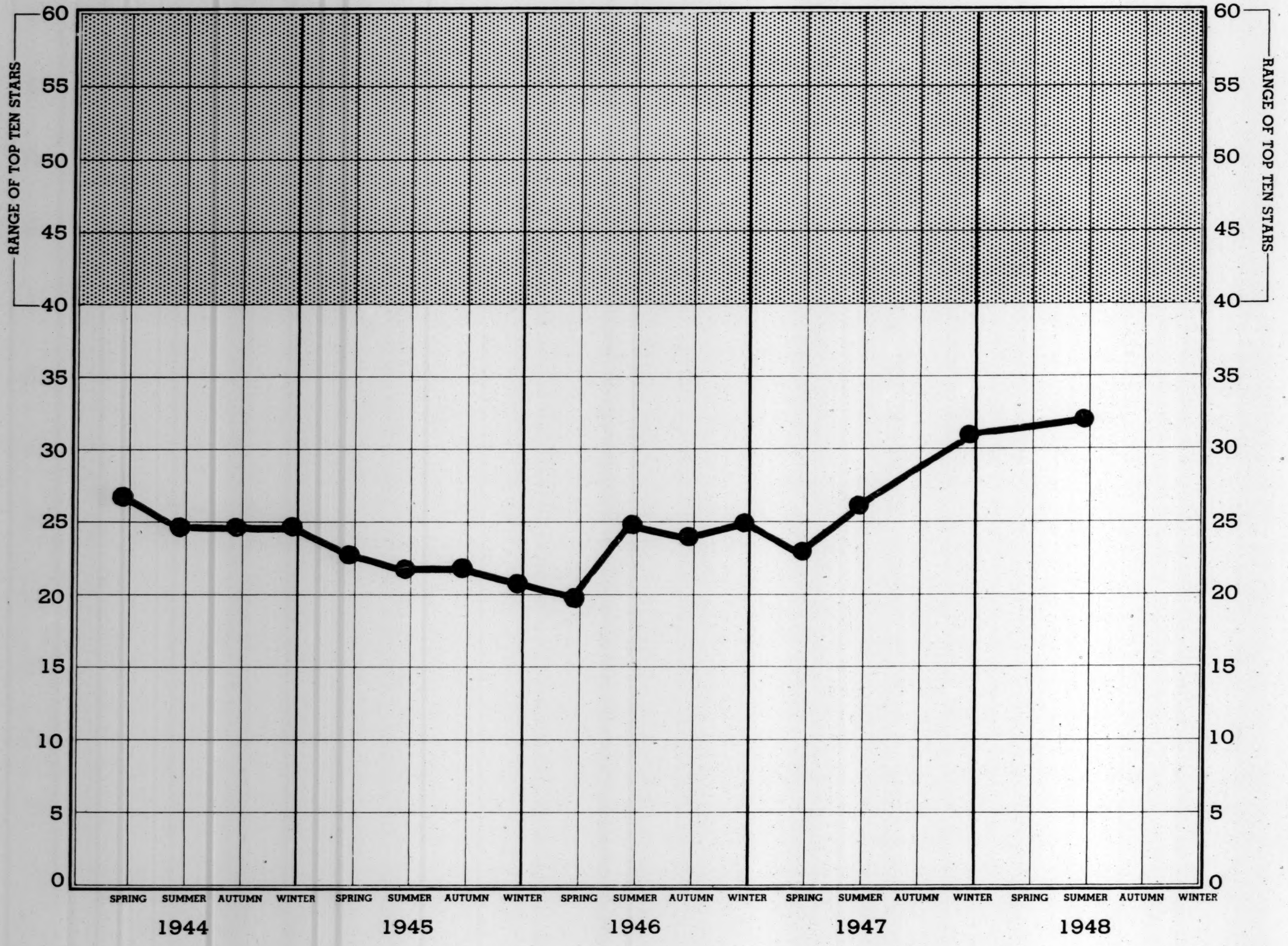

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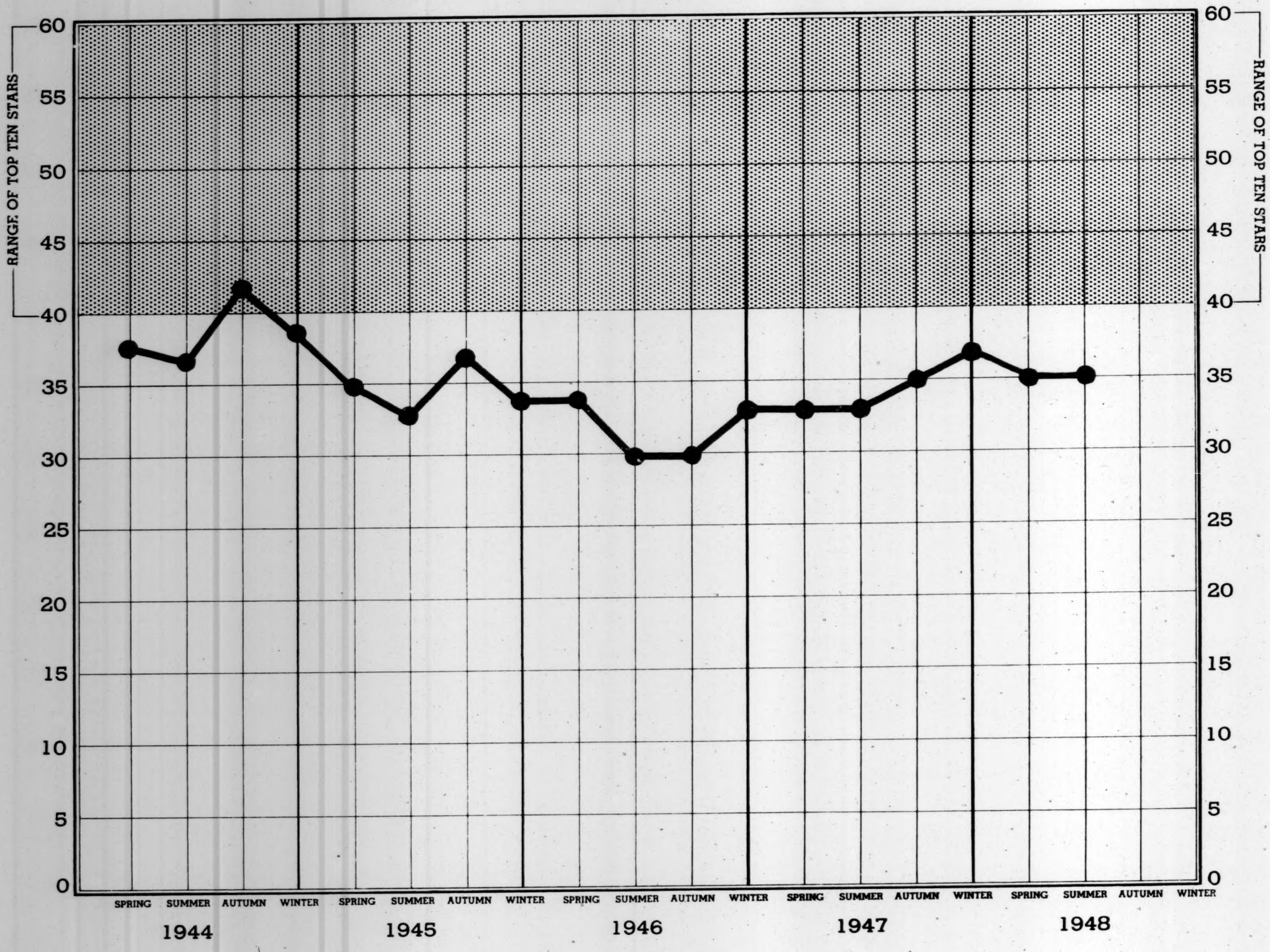

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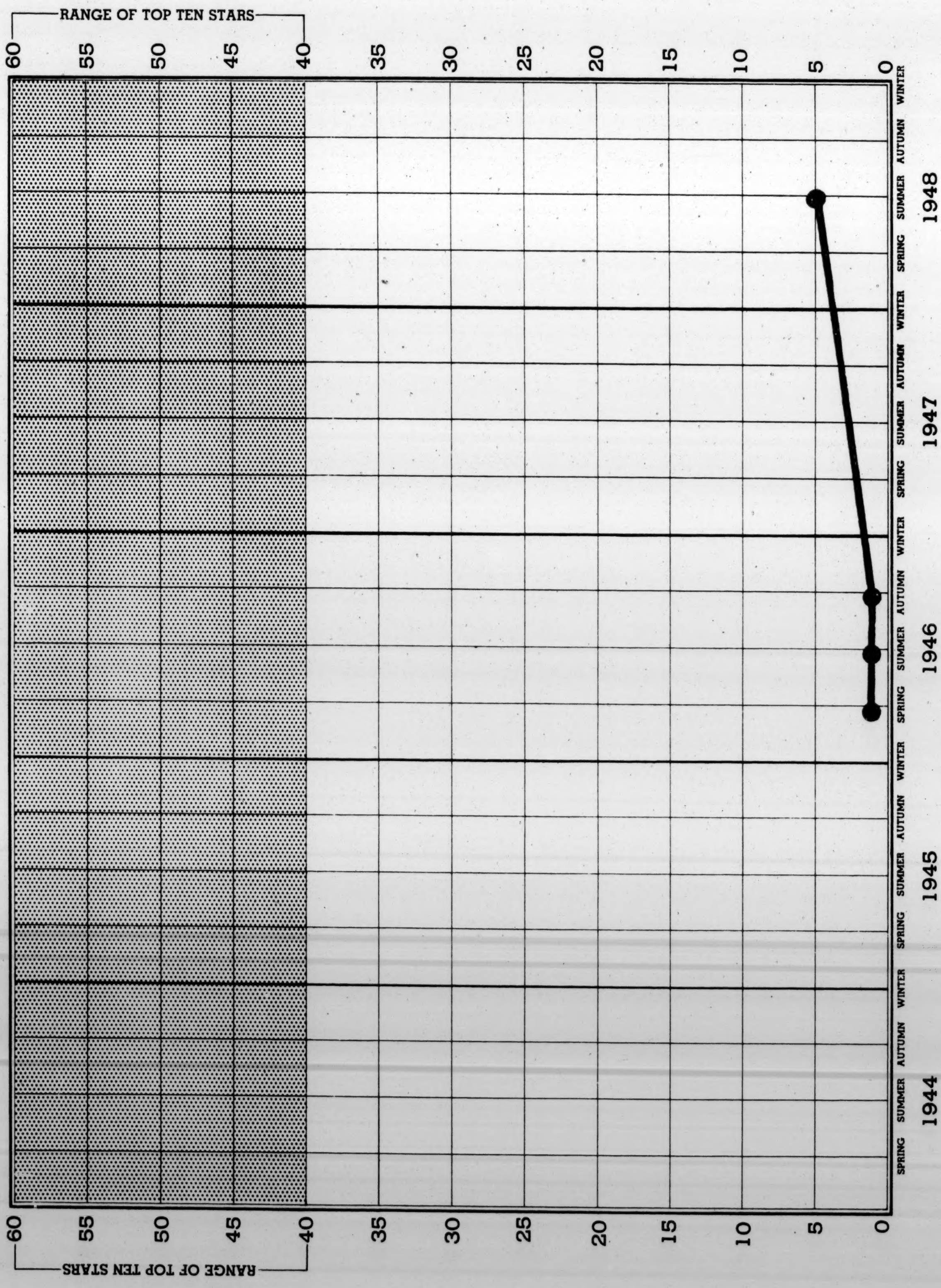

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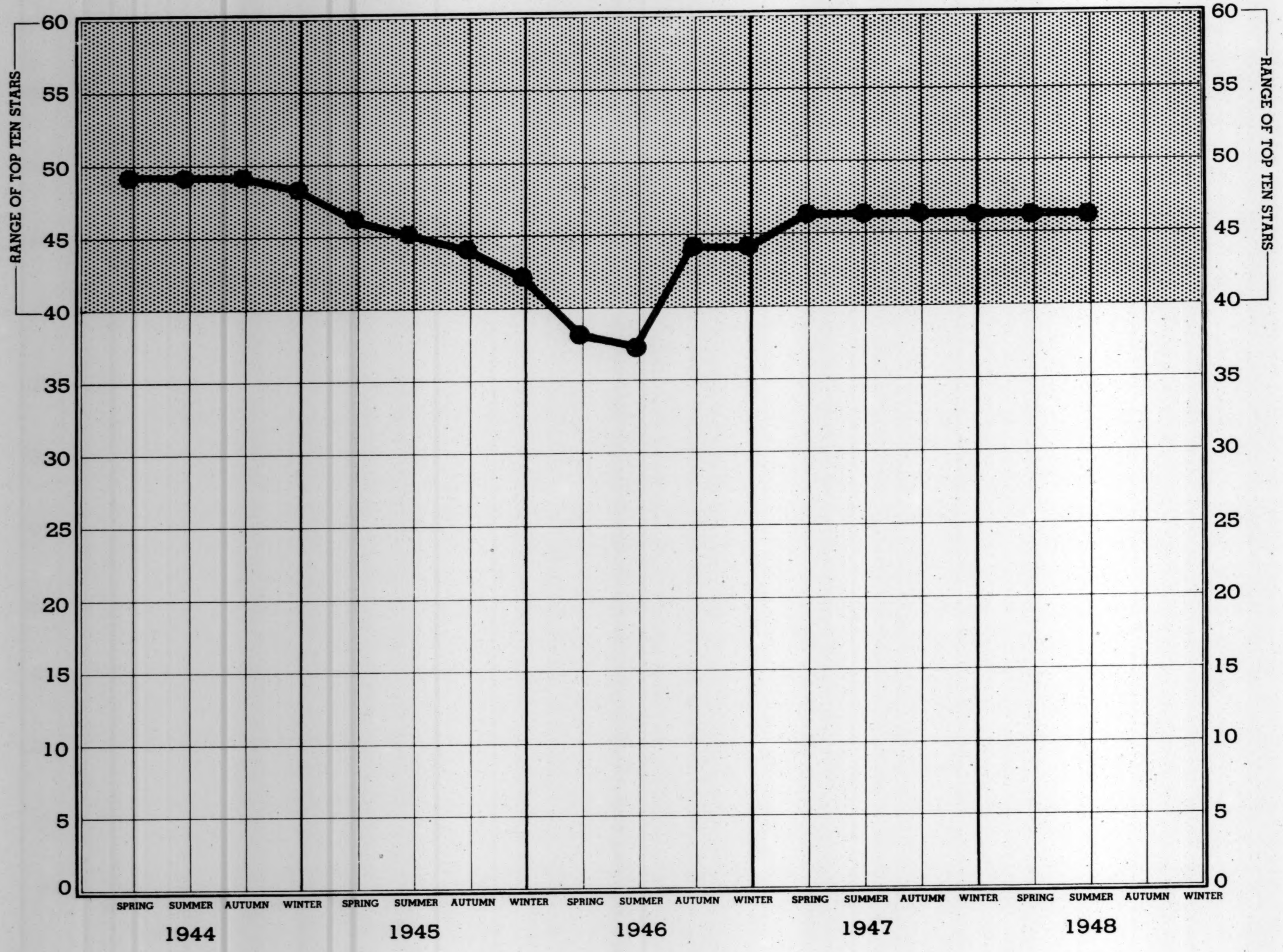
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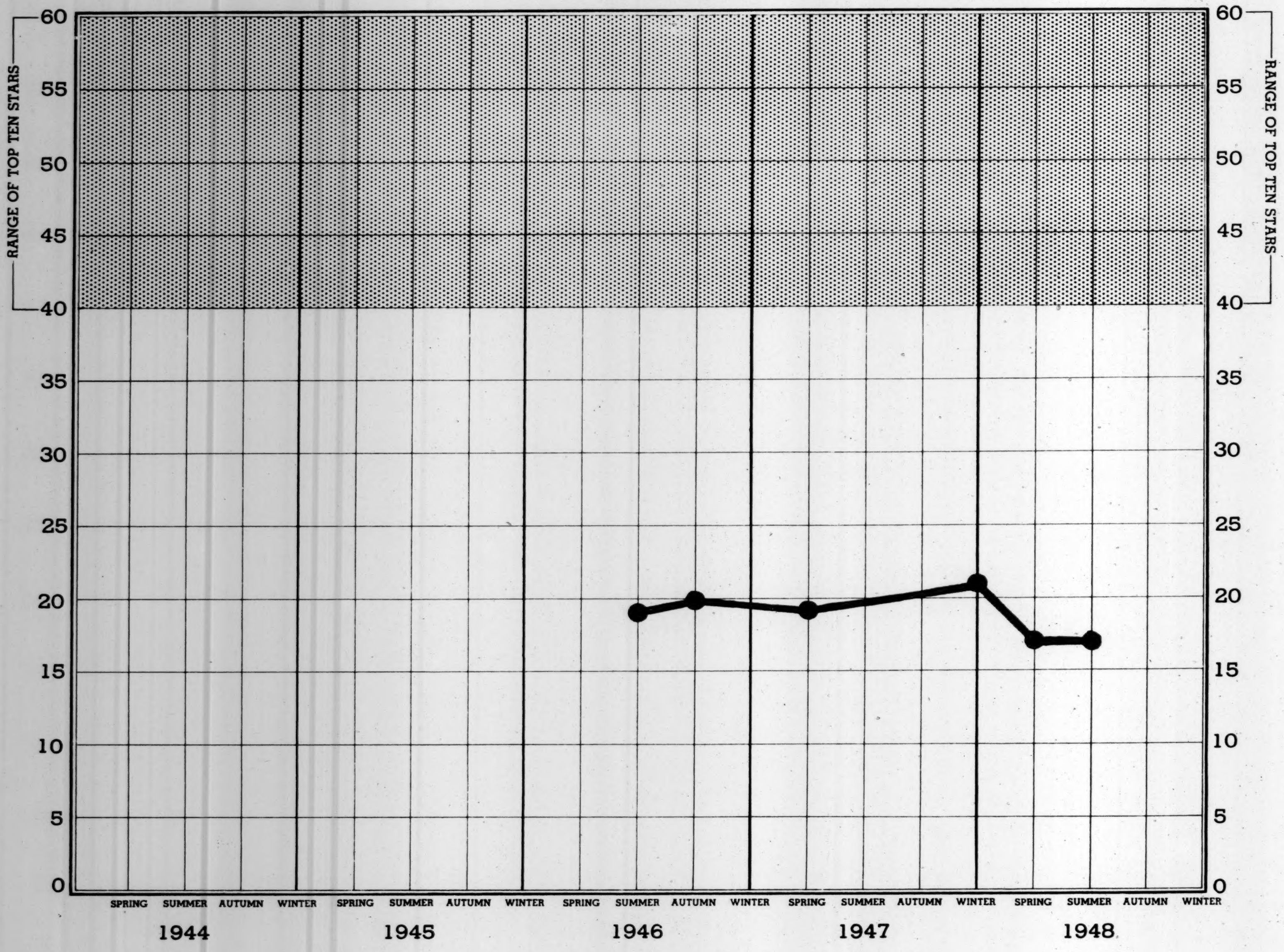

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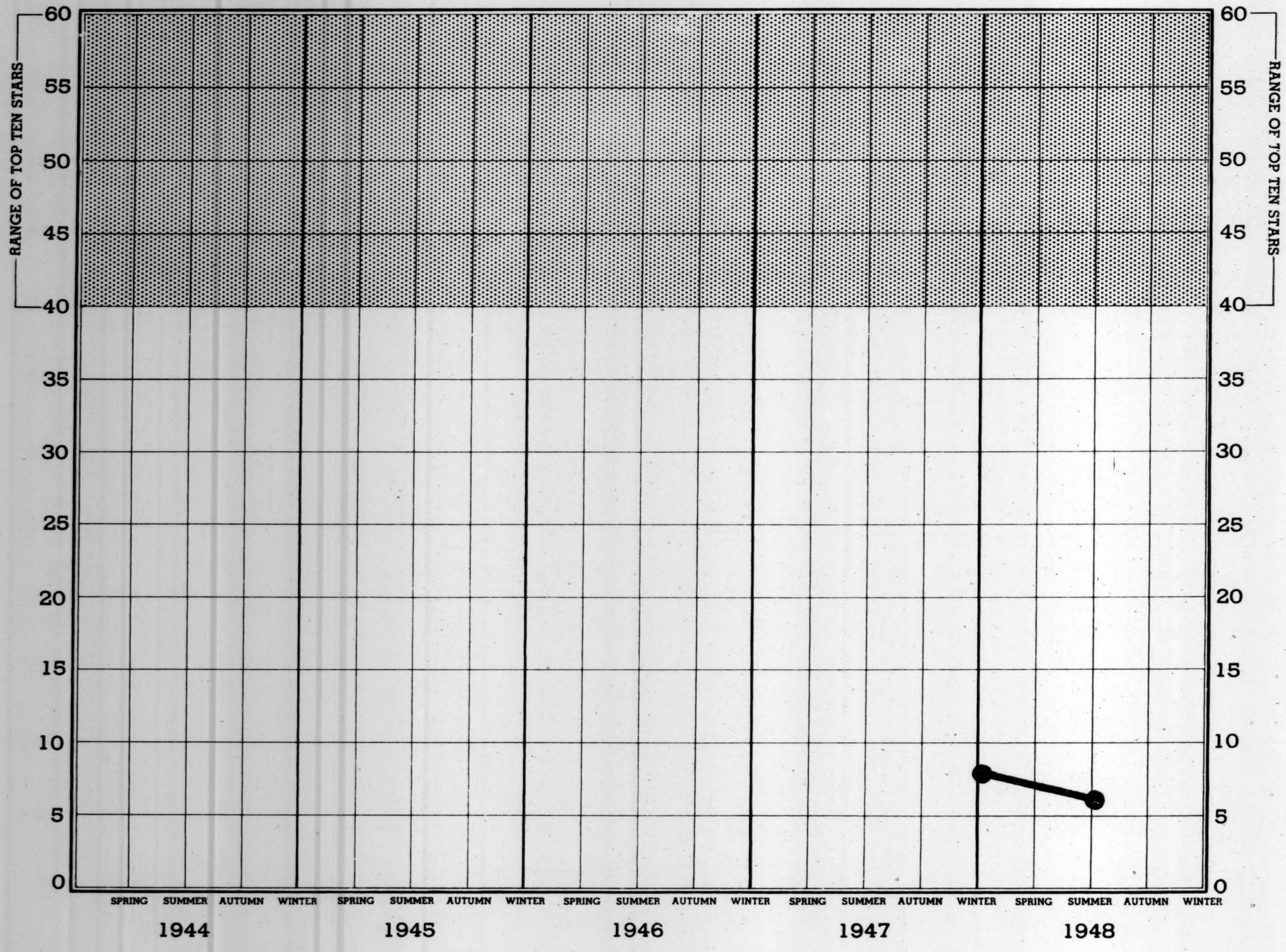

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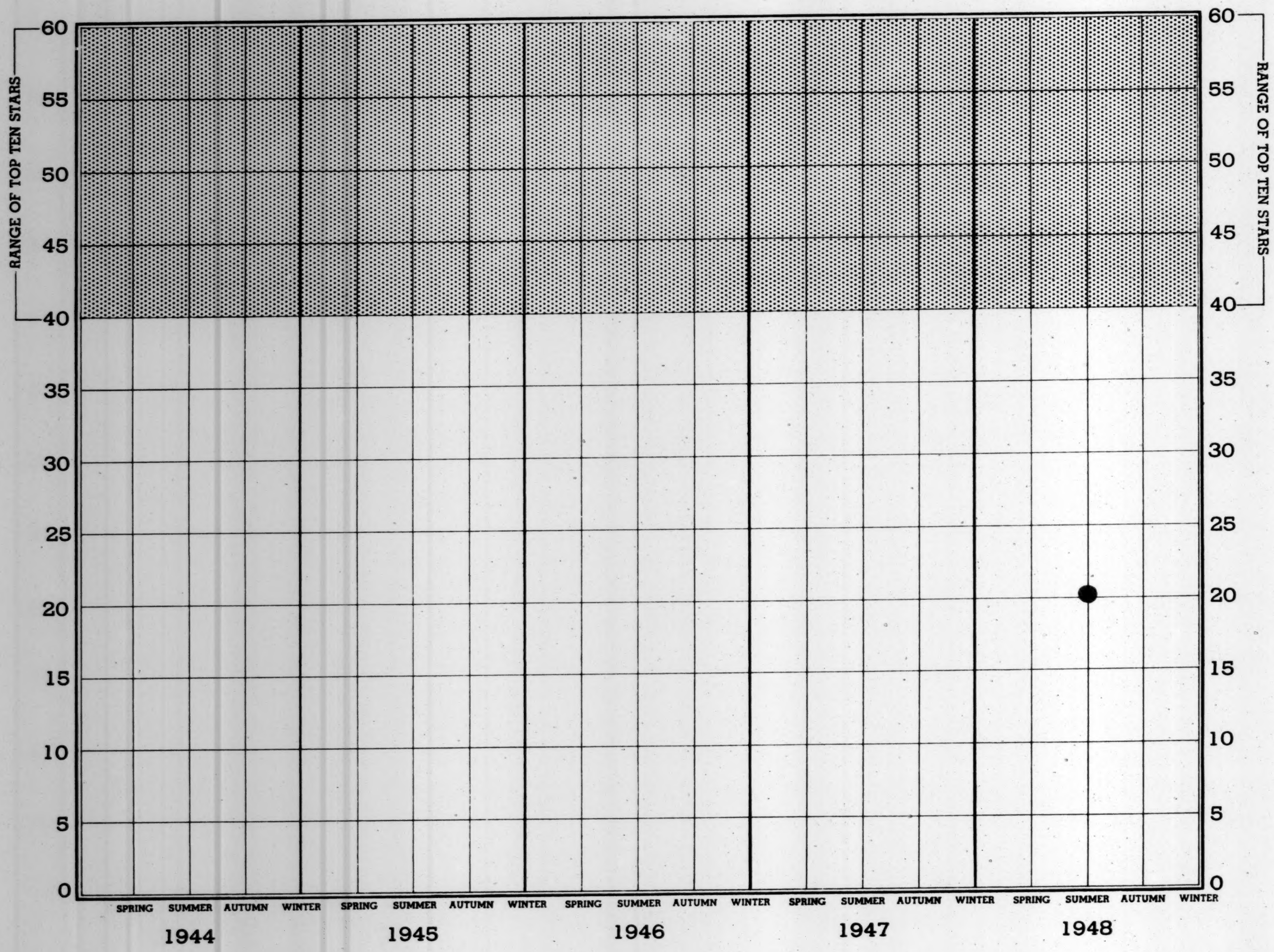

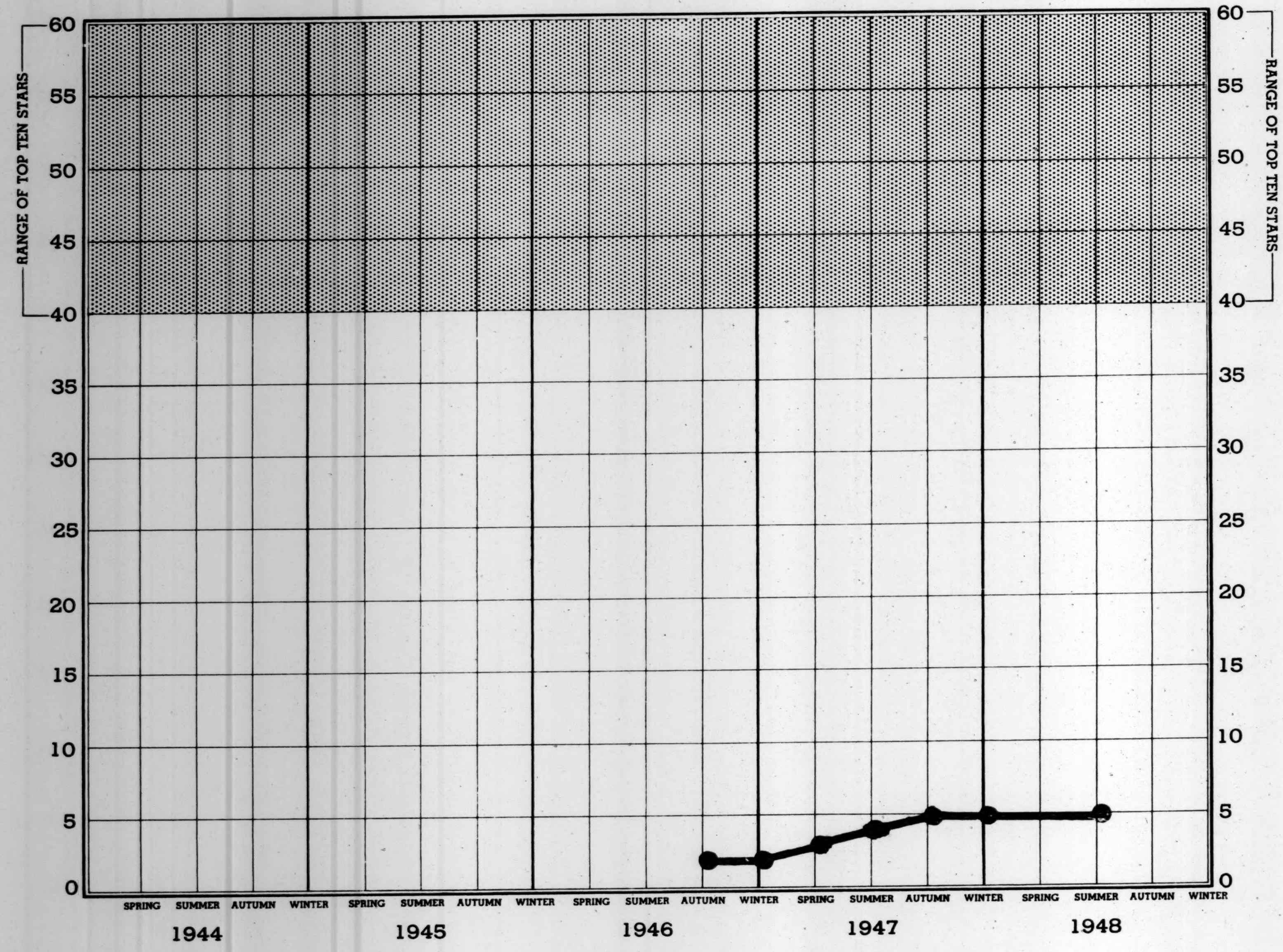
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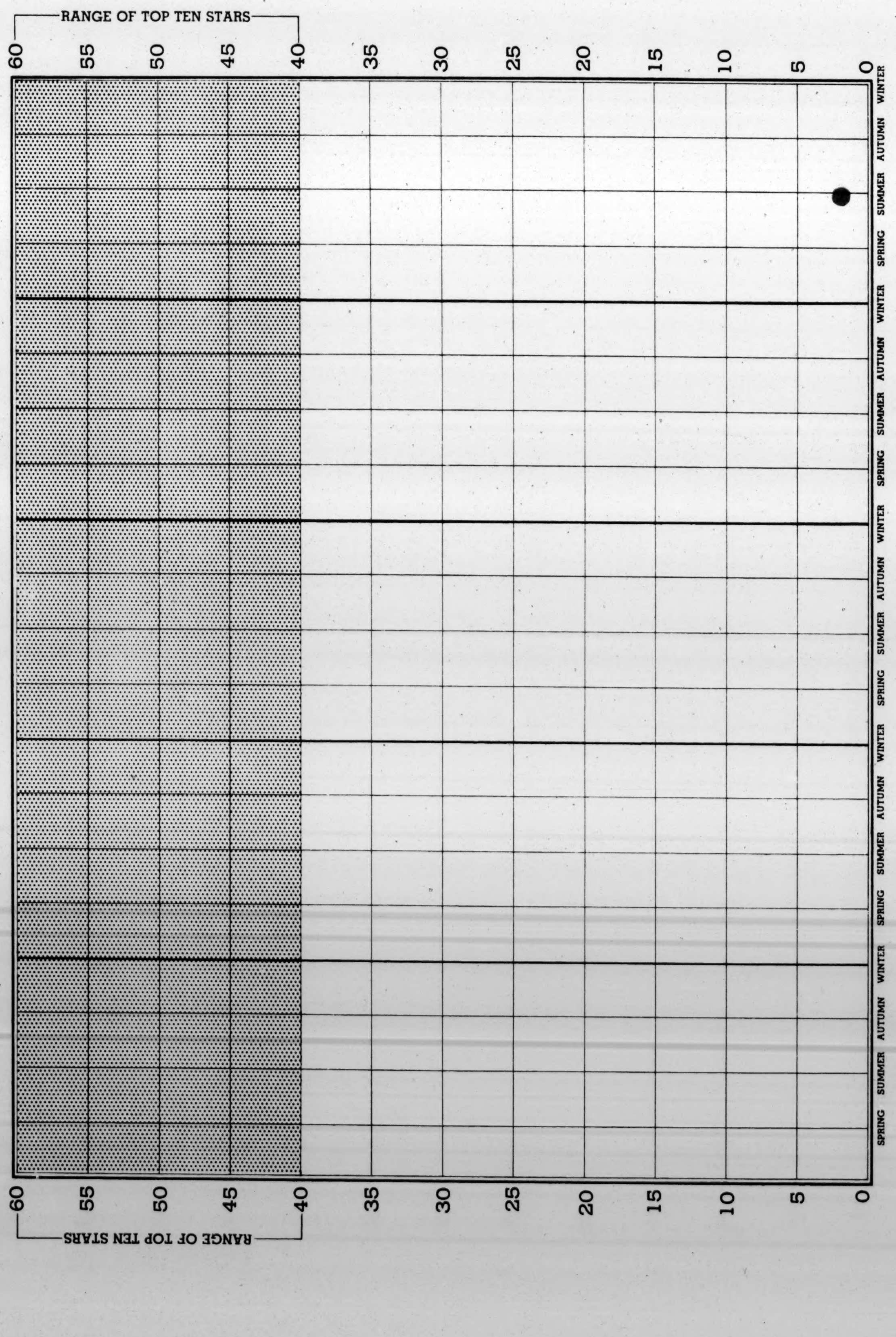
Jane GREER

Edmund GWENN



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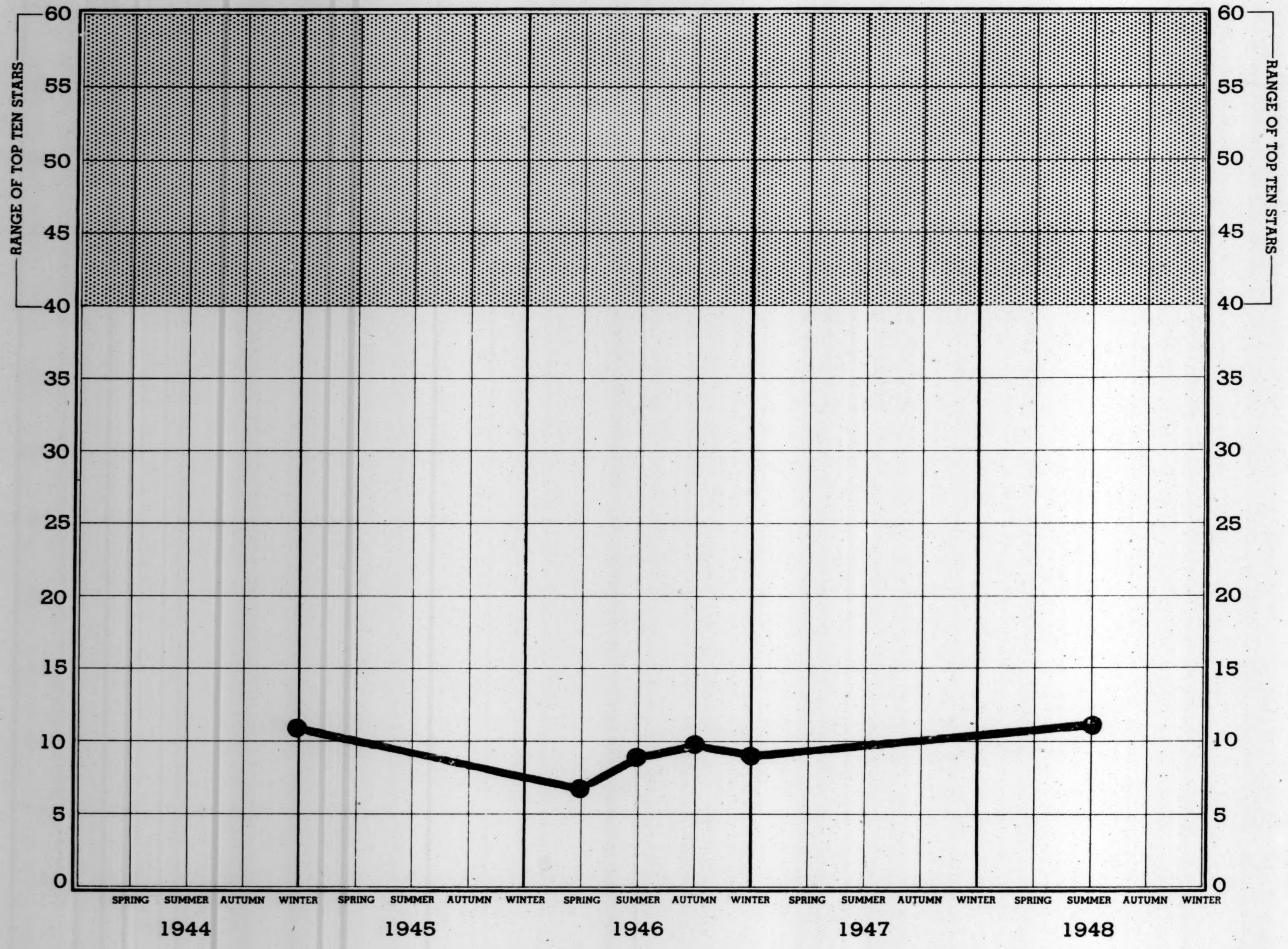
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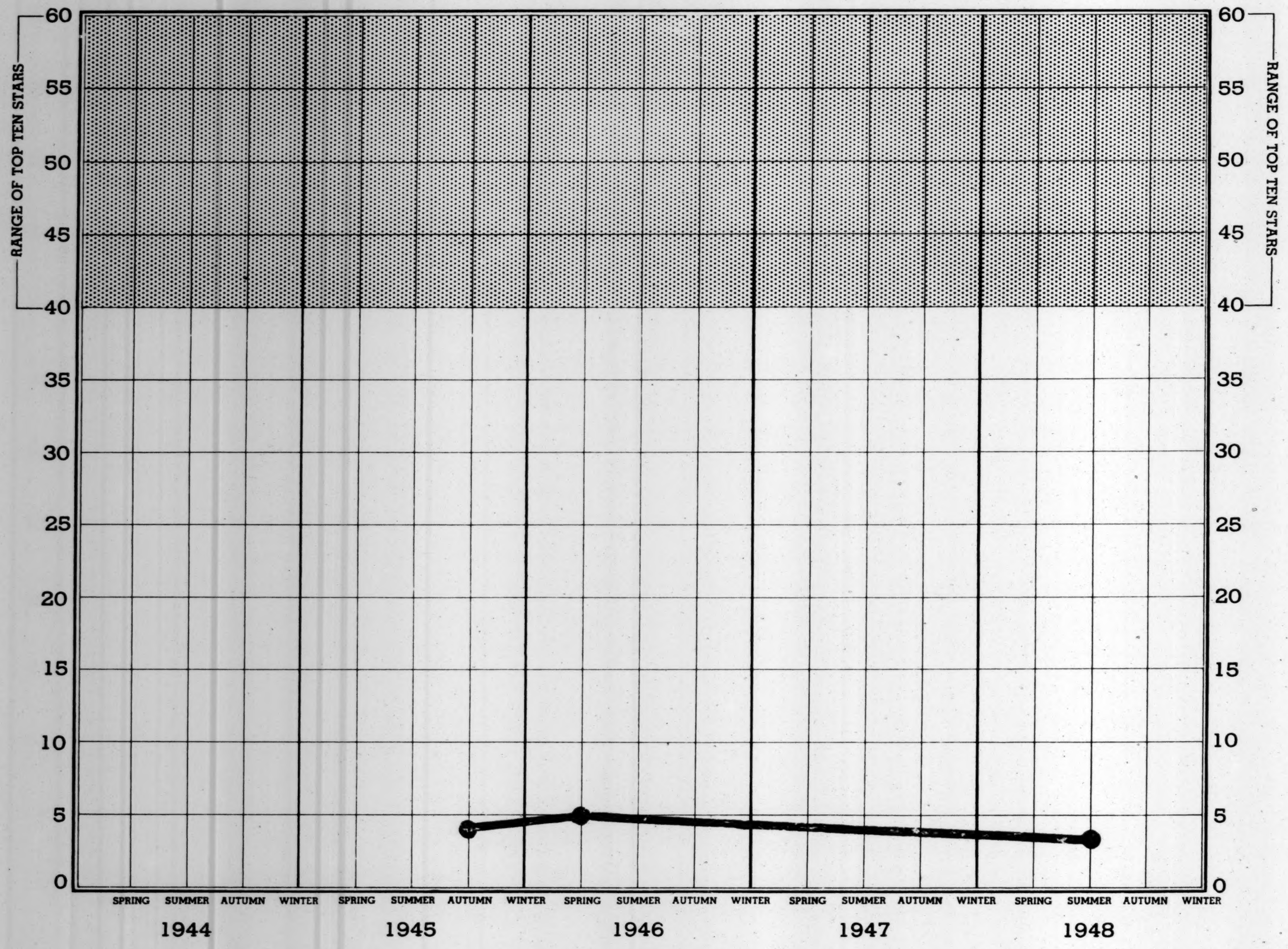
Jon HALL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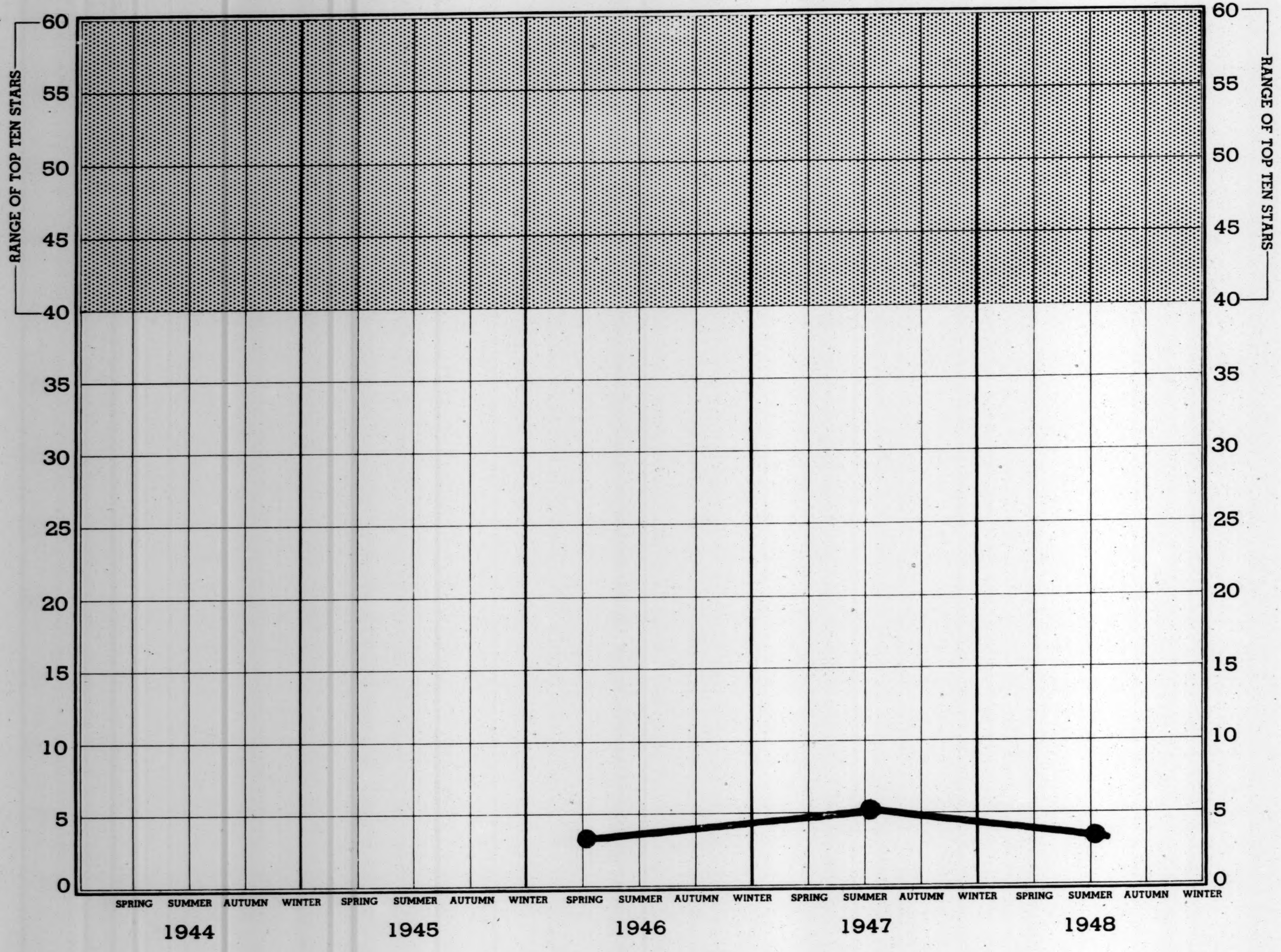
Ann HARDING

Sir Cedric HARDWICKE



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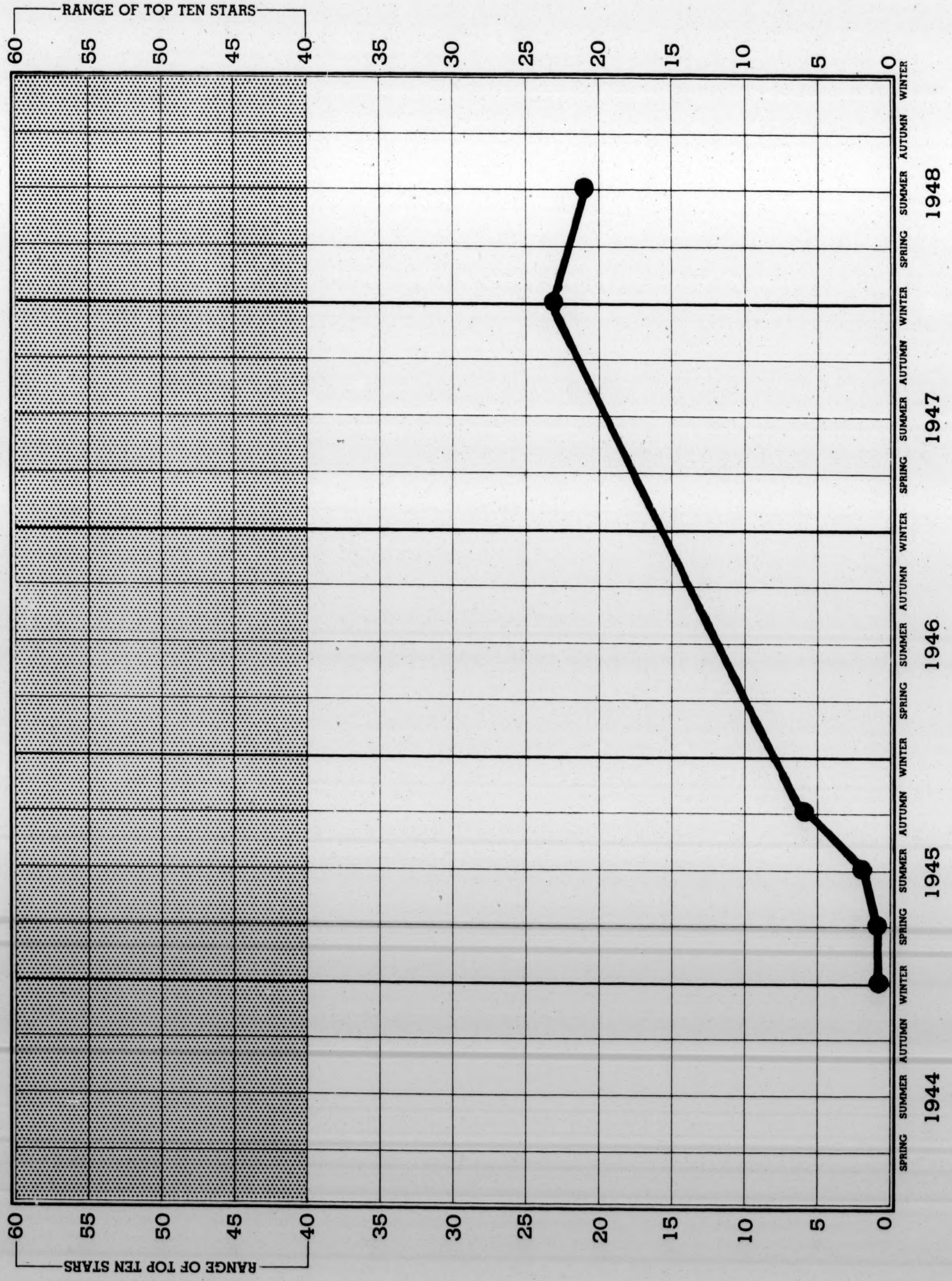

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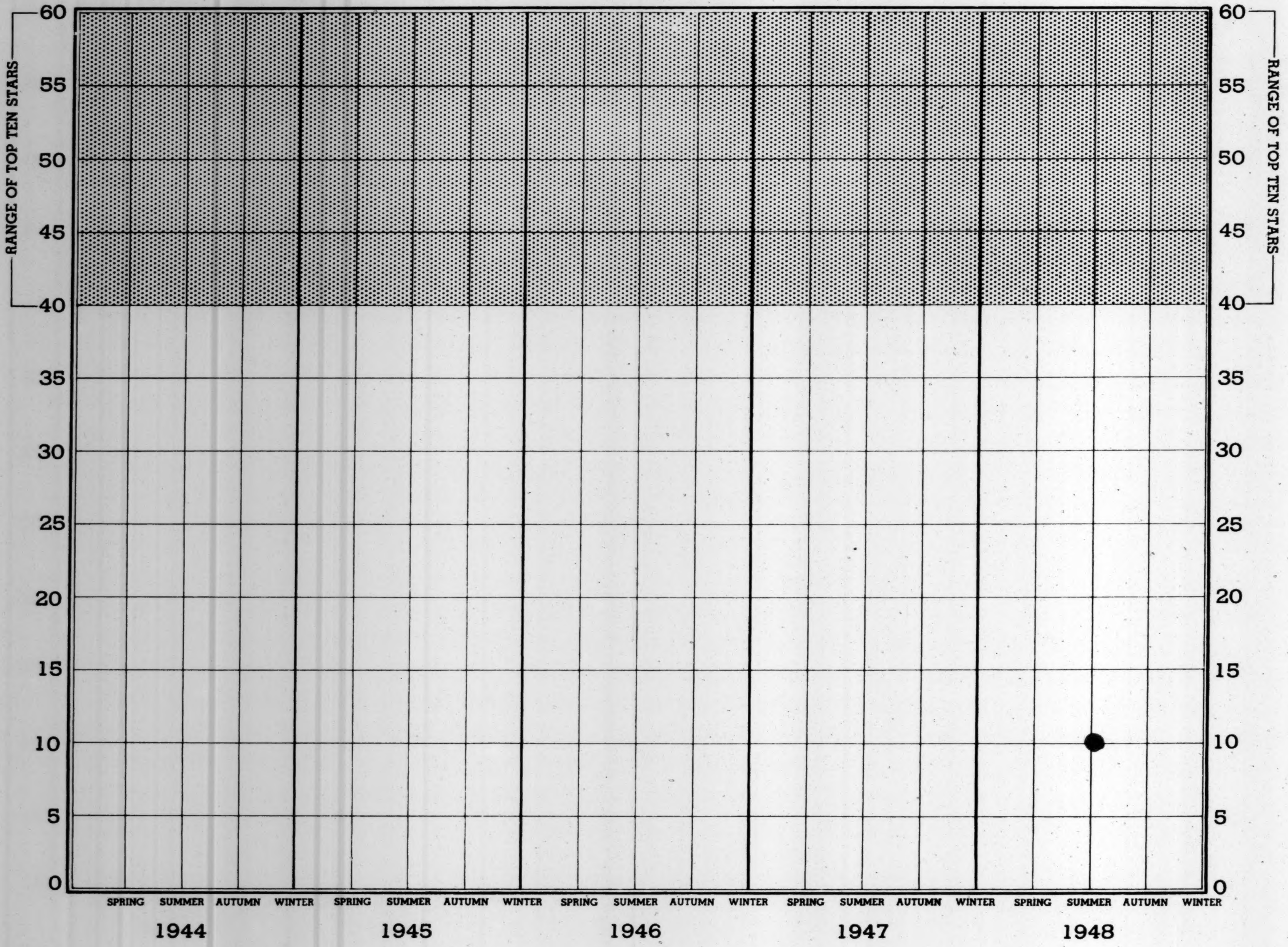
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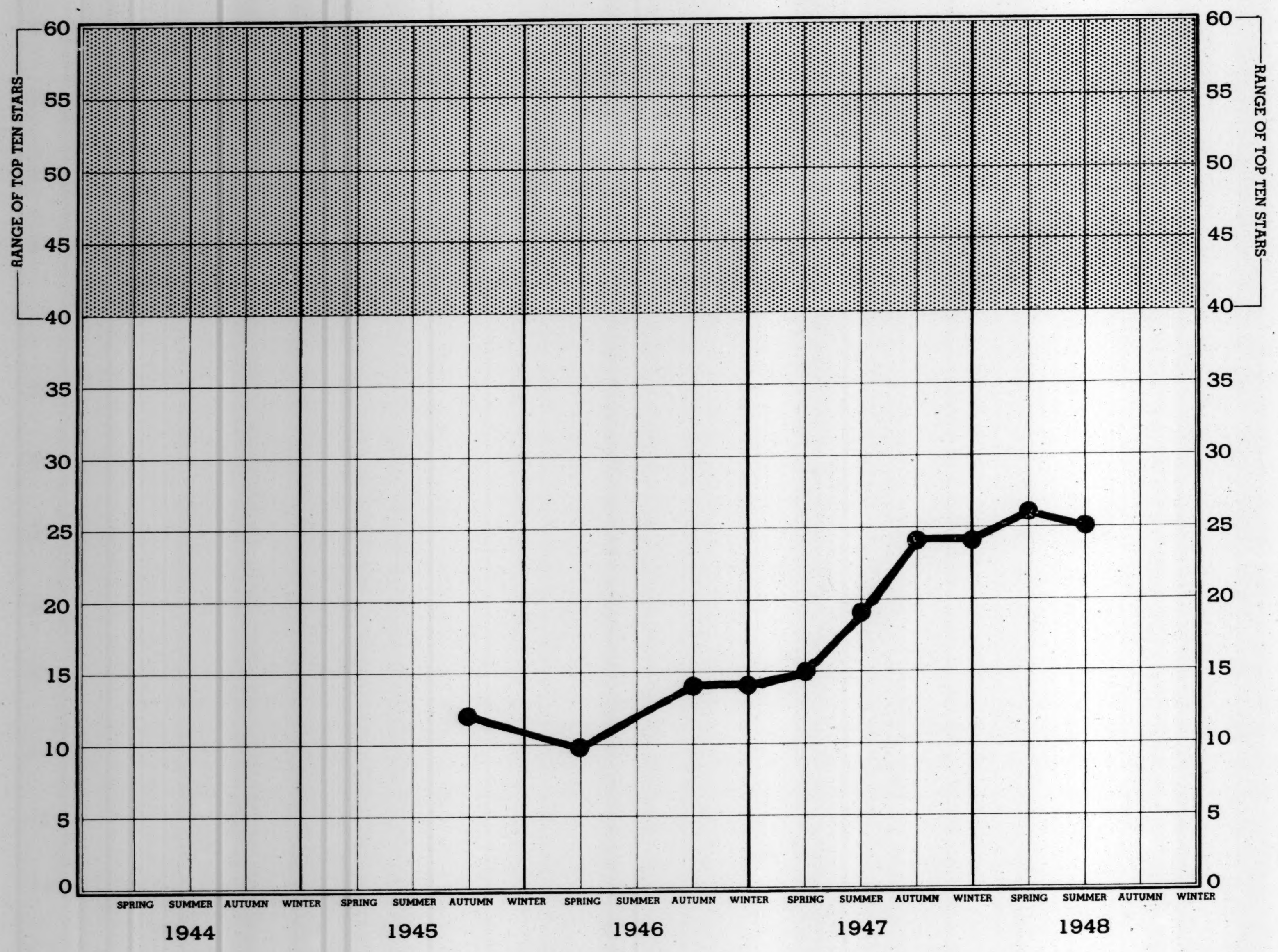

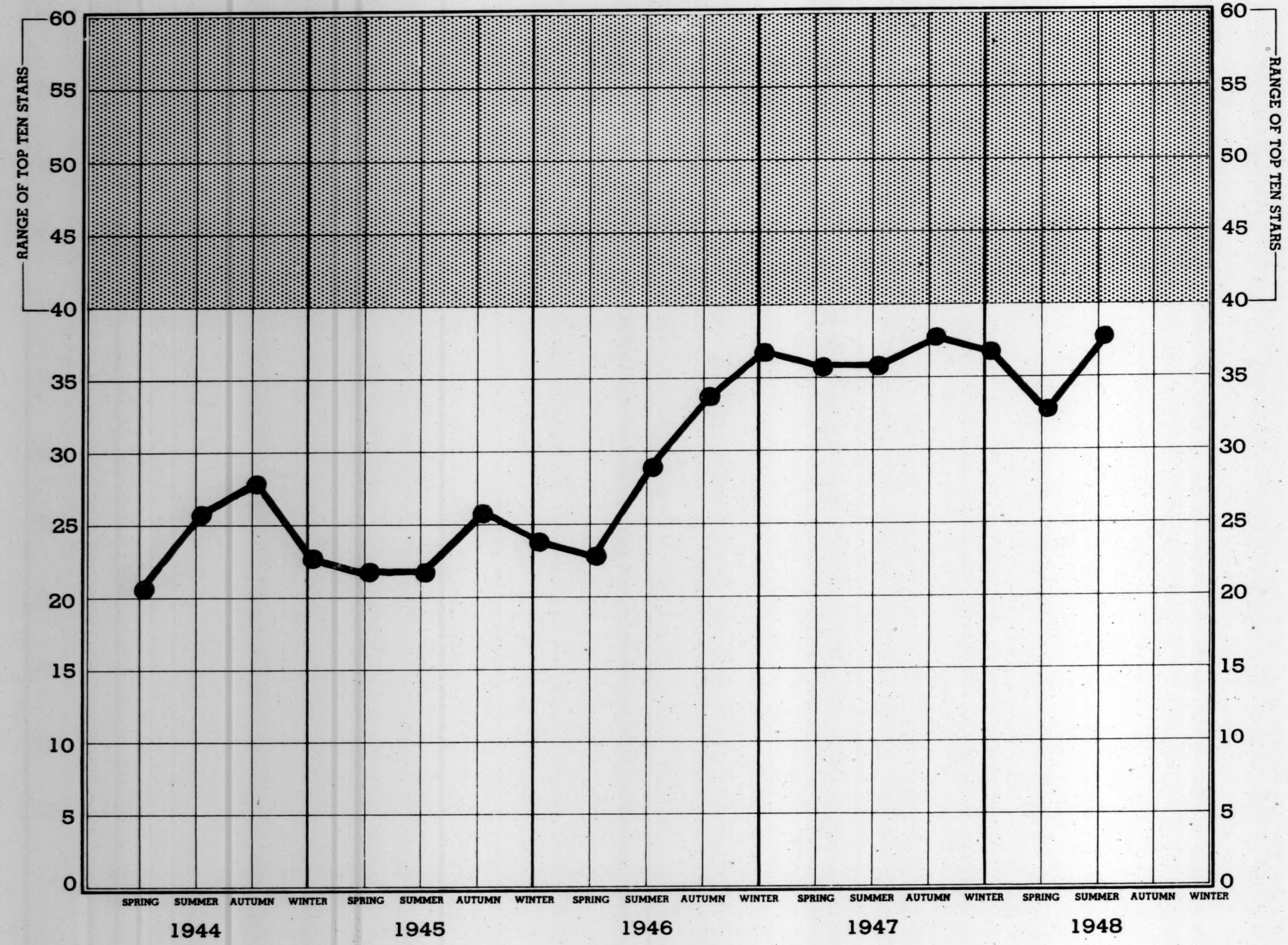

Rita HAYWORTH

Van HEFLIN

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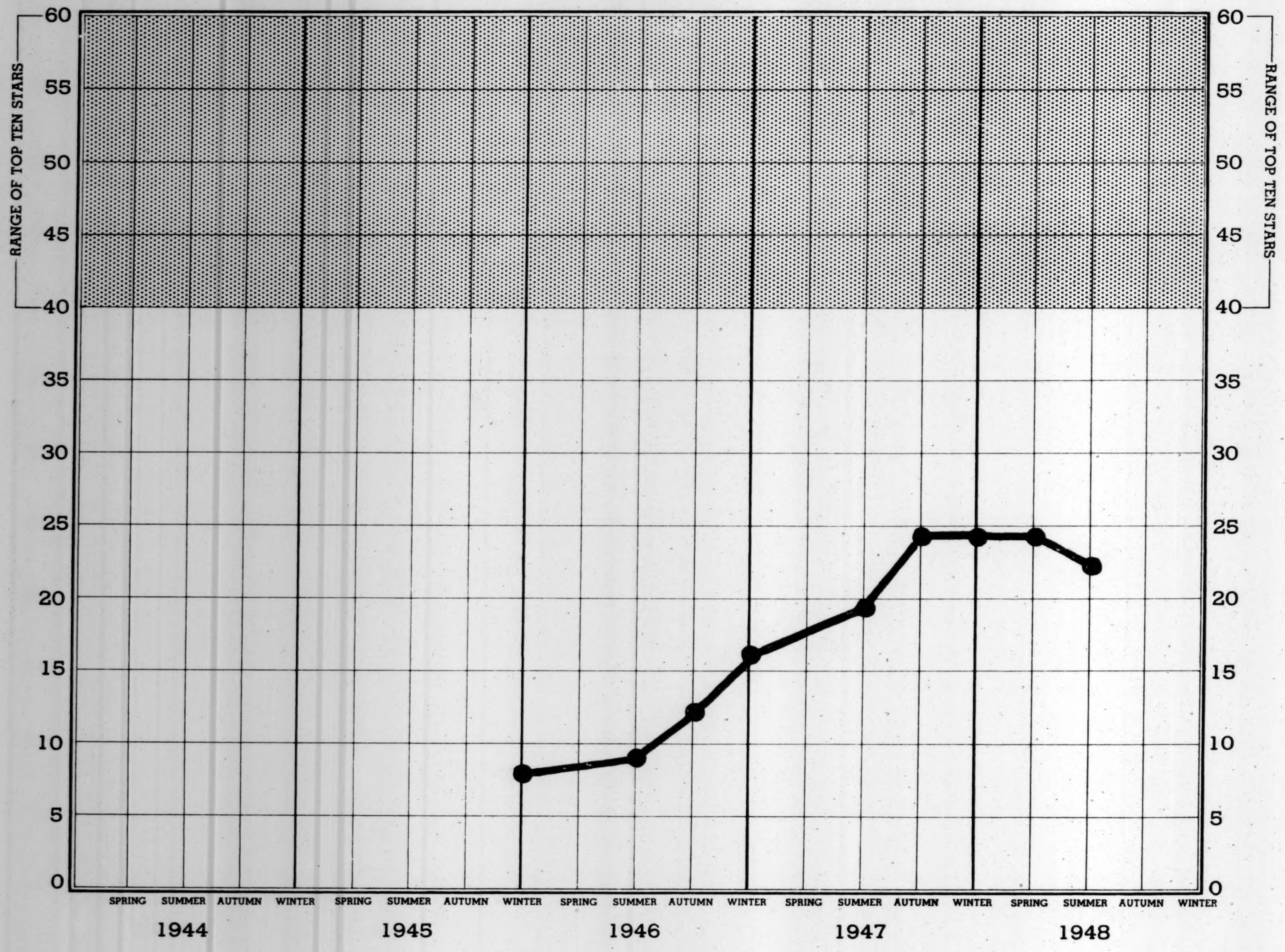

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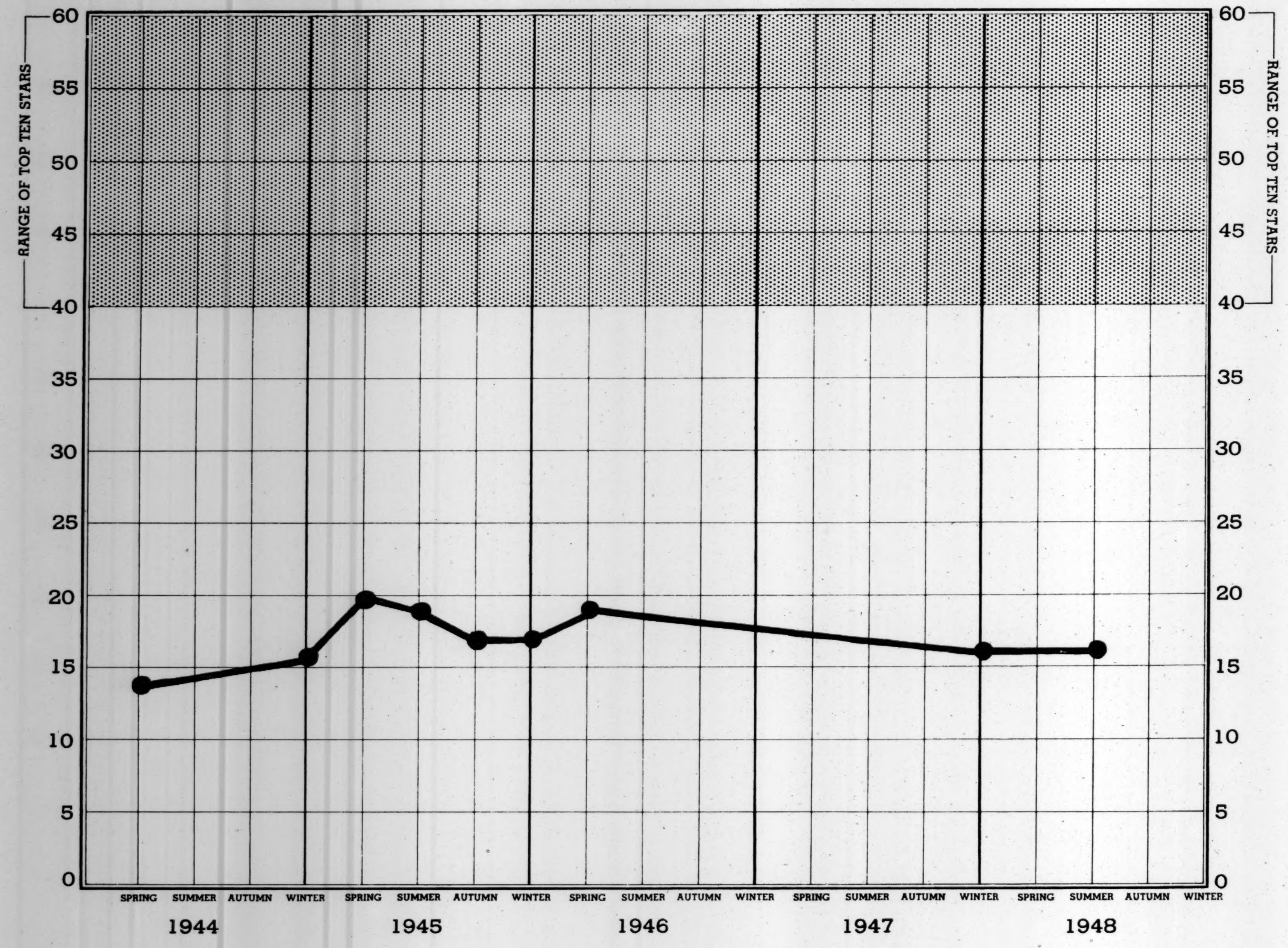
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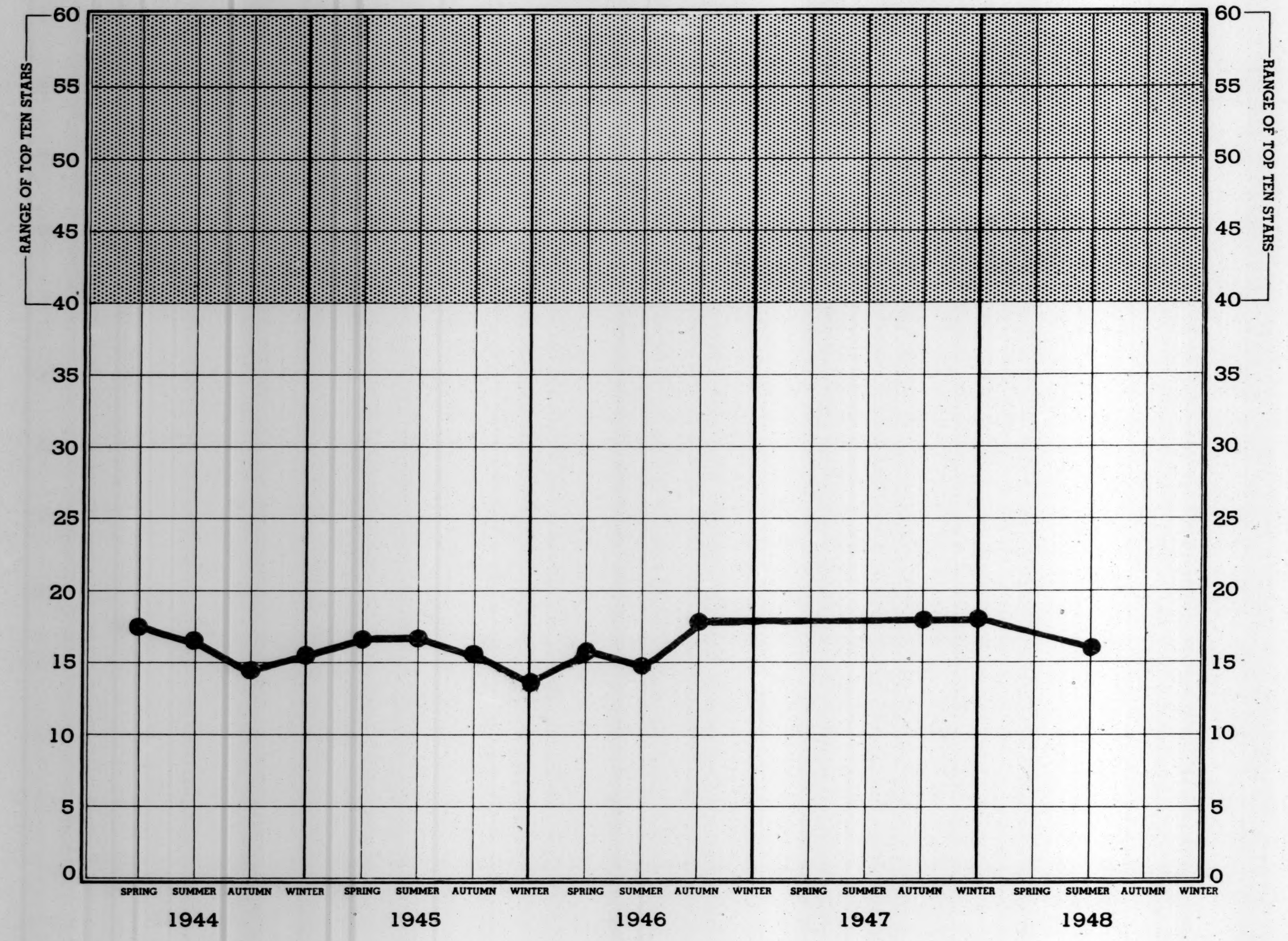

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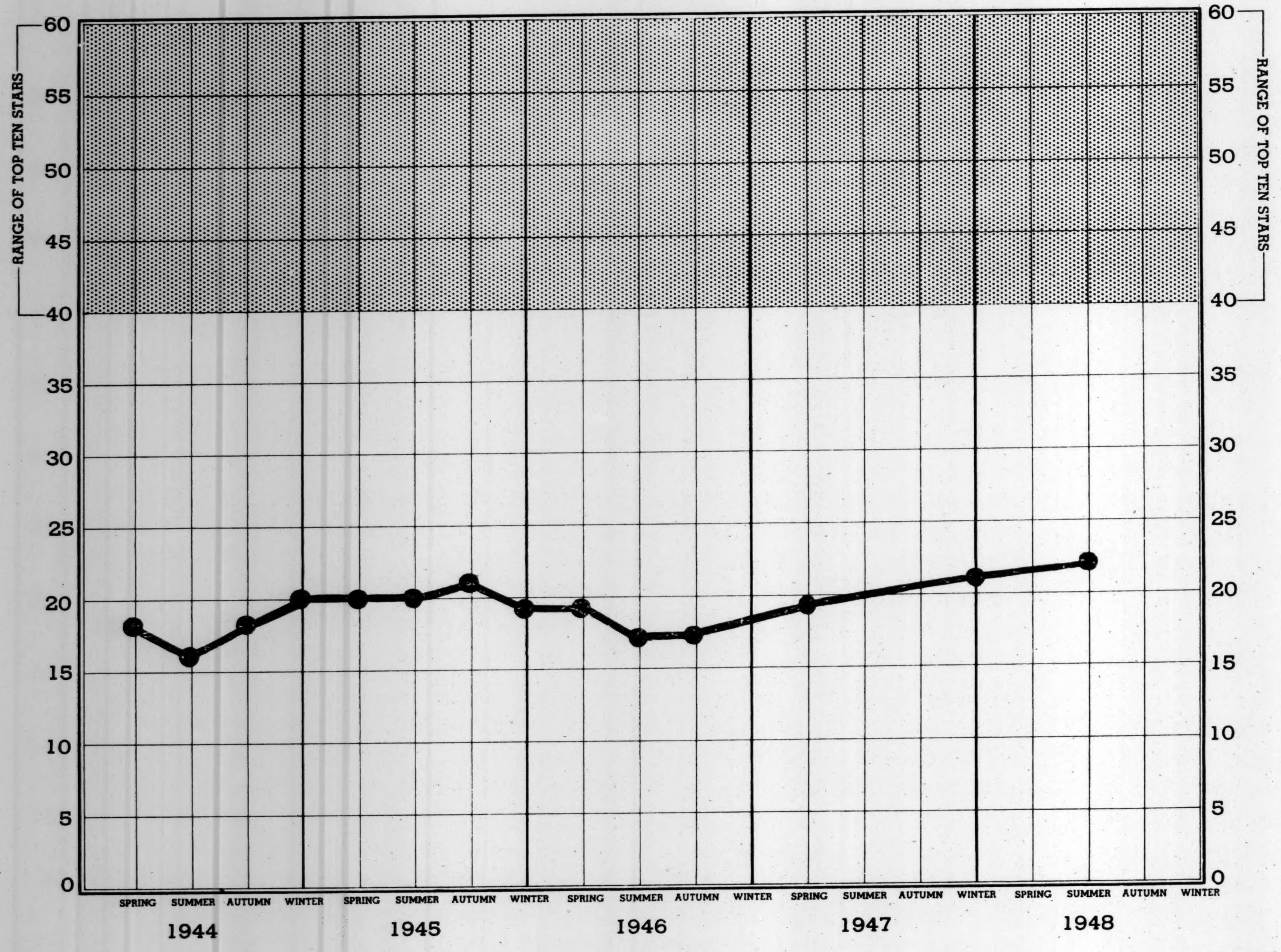

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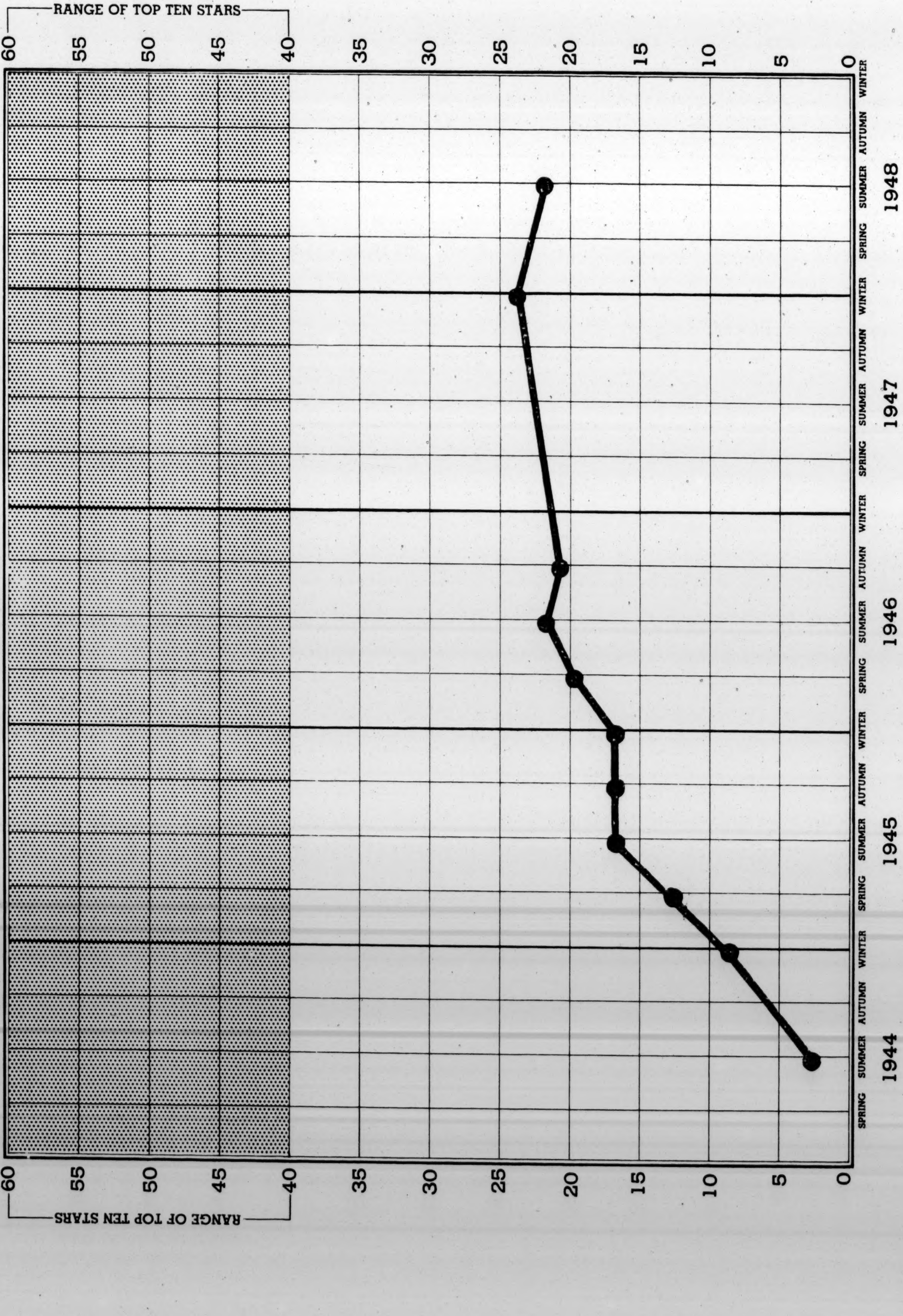

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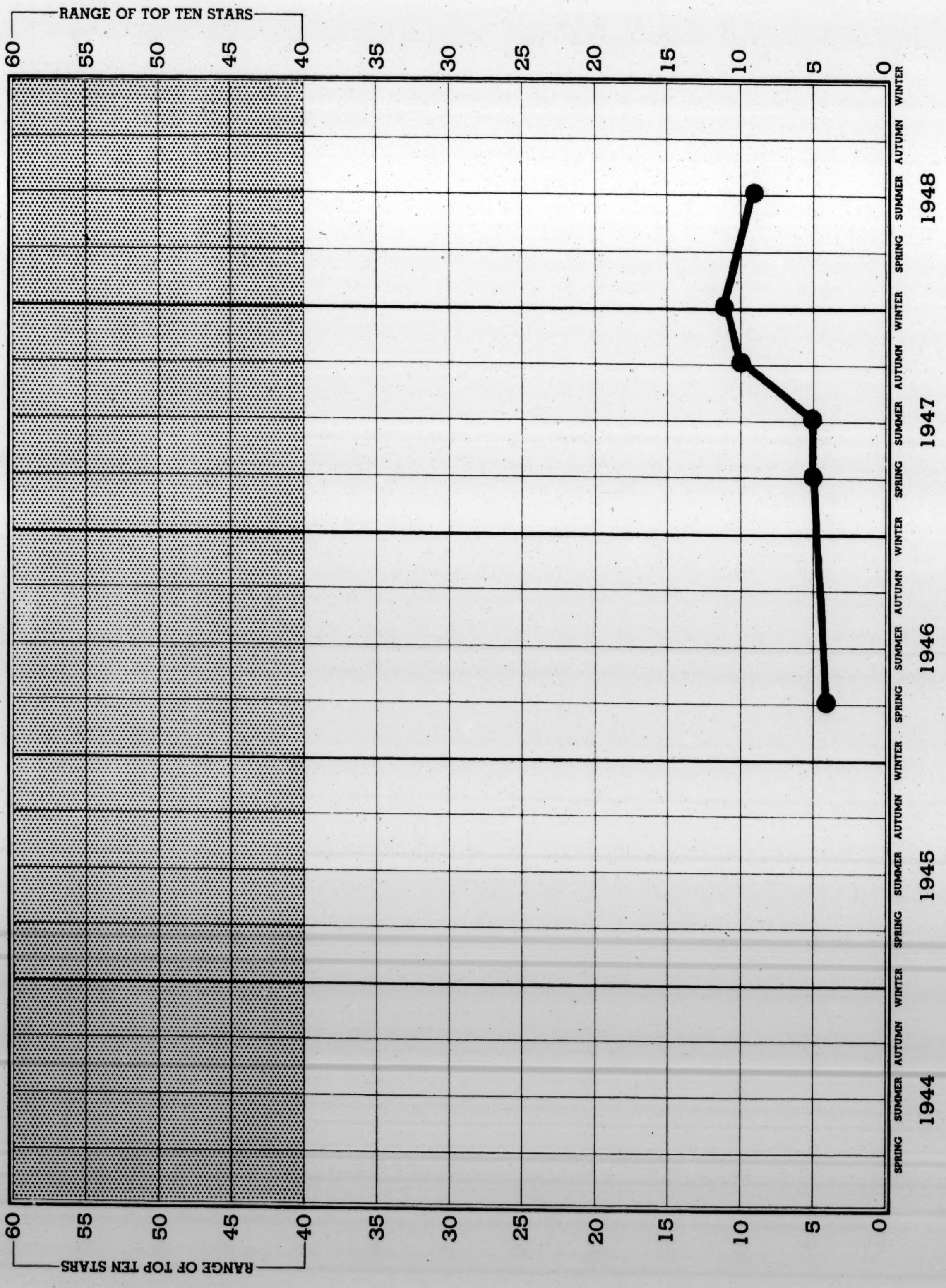

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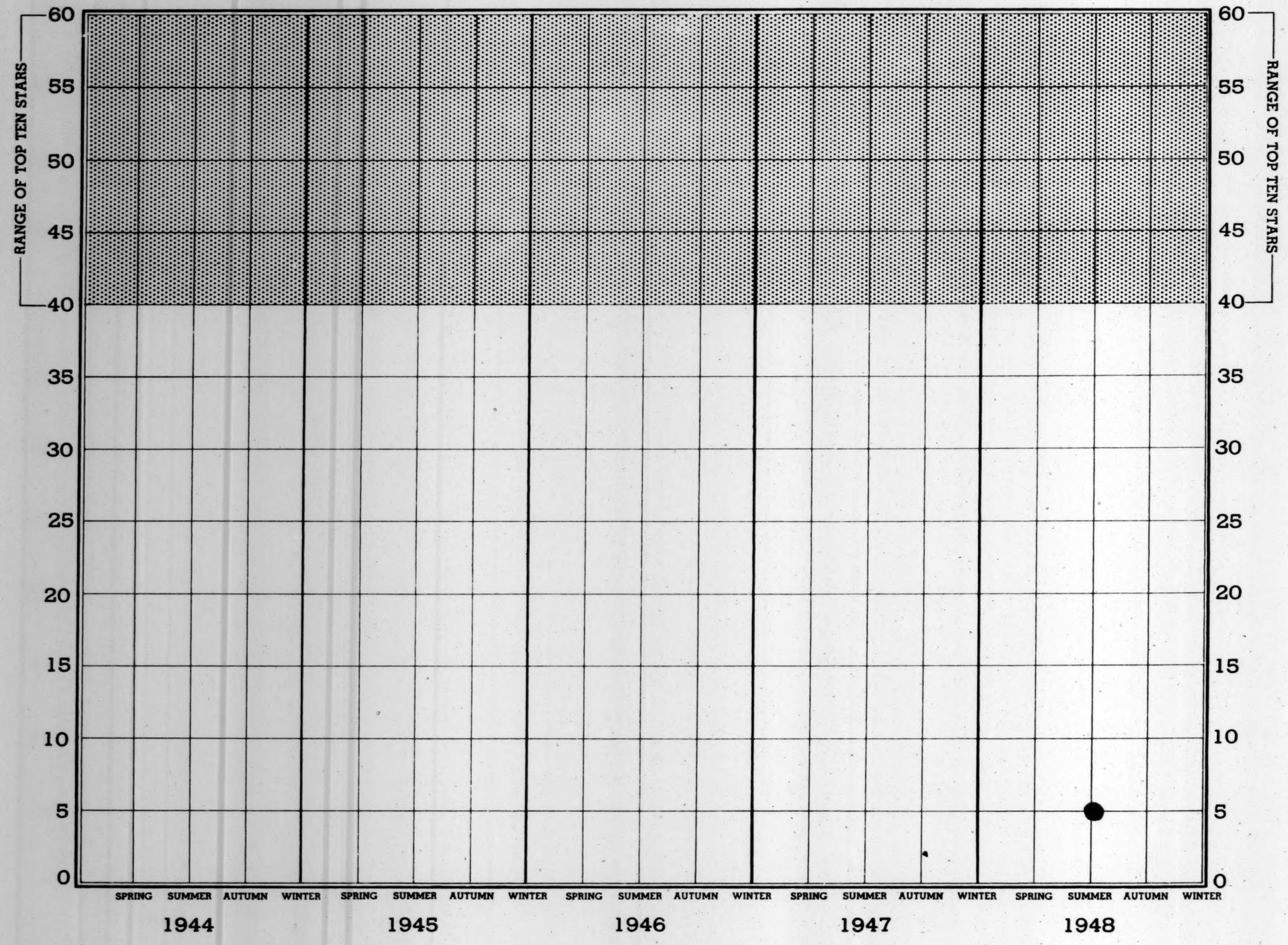

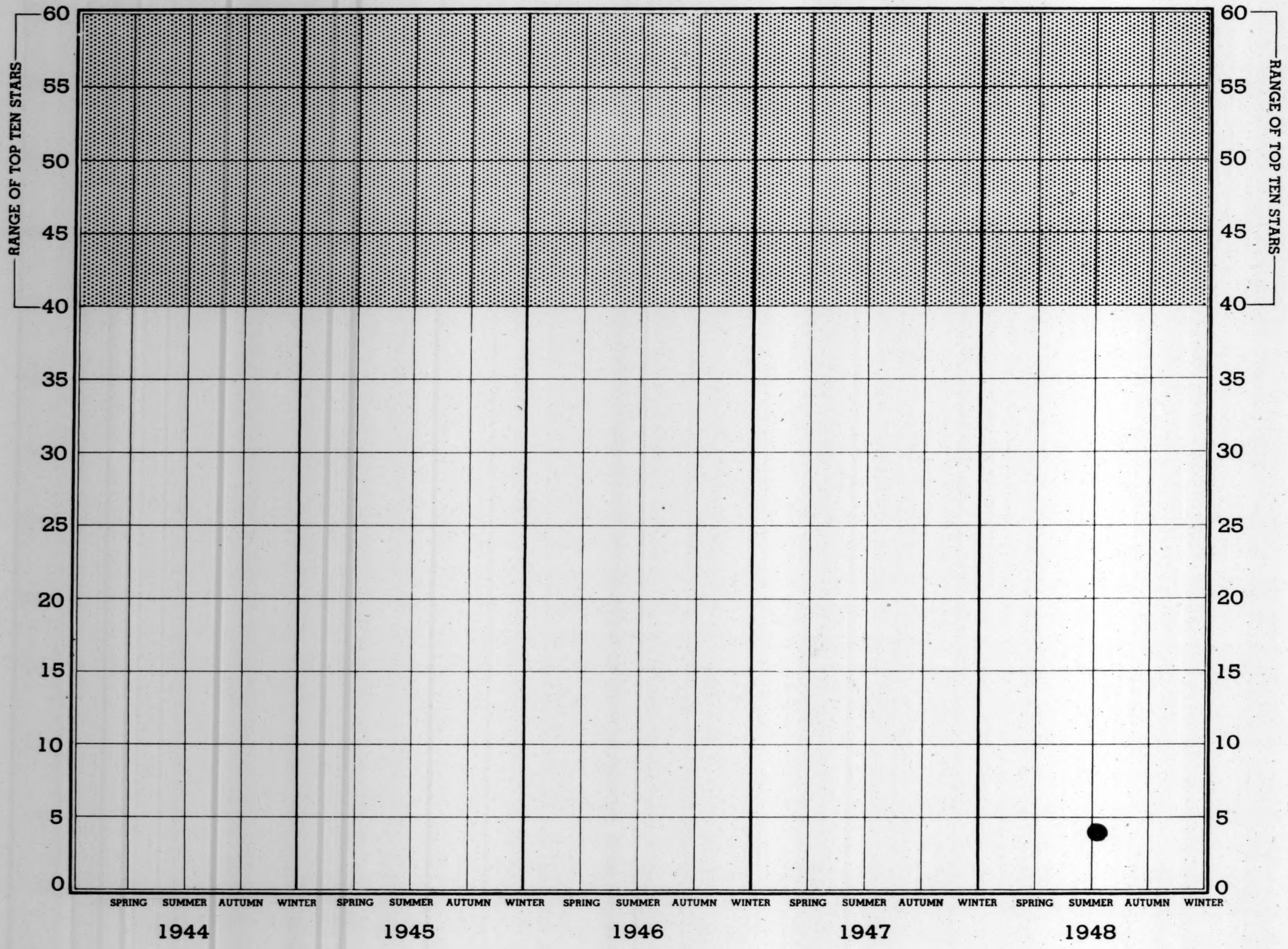

Oscar HOMOLKA

Bob HOPE

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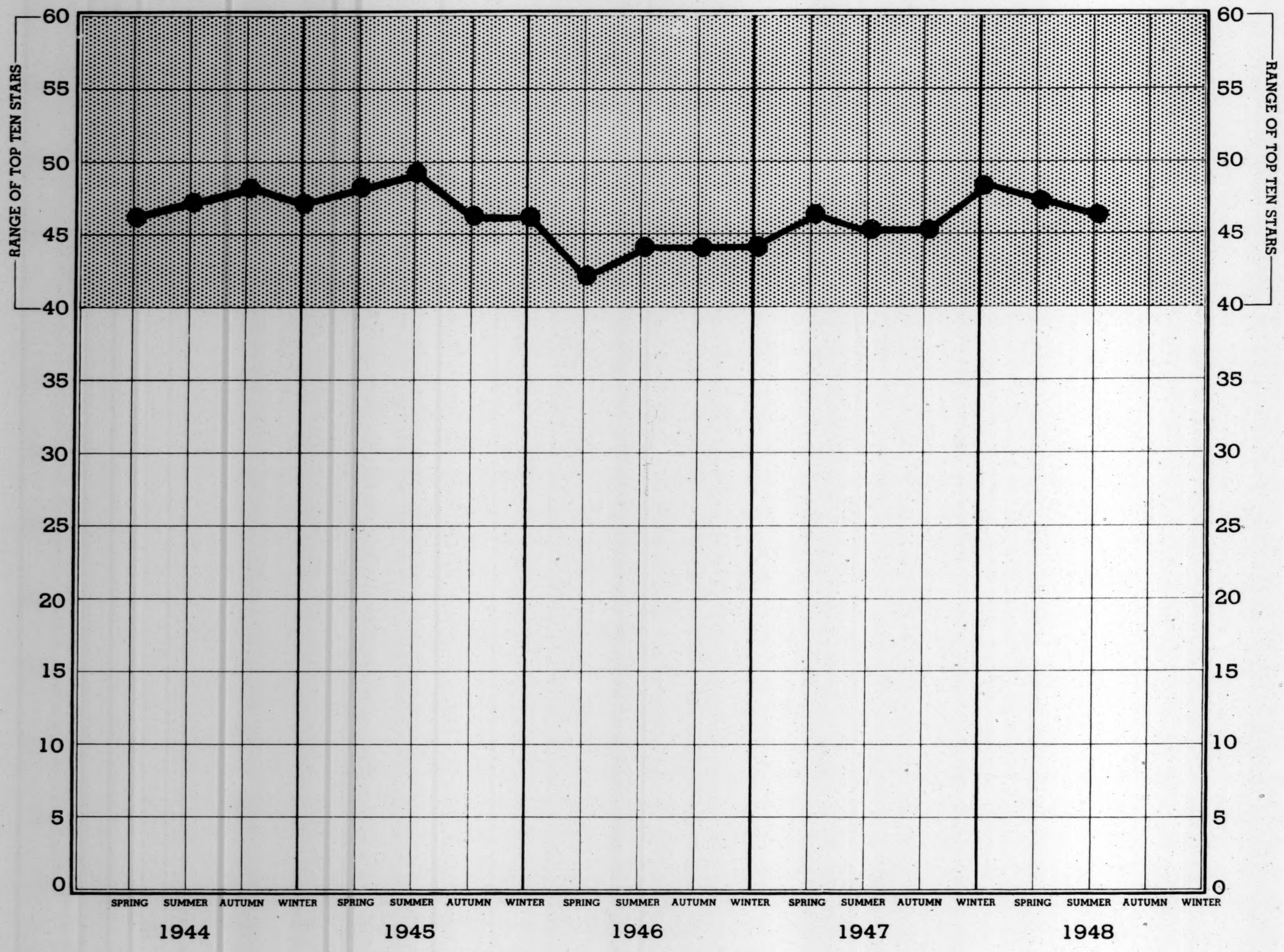

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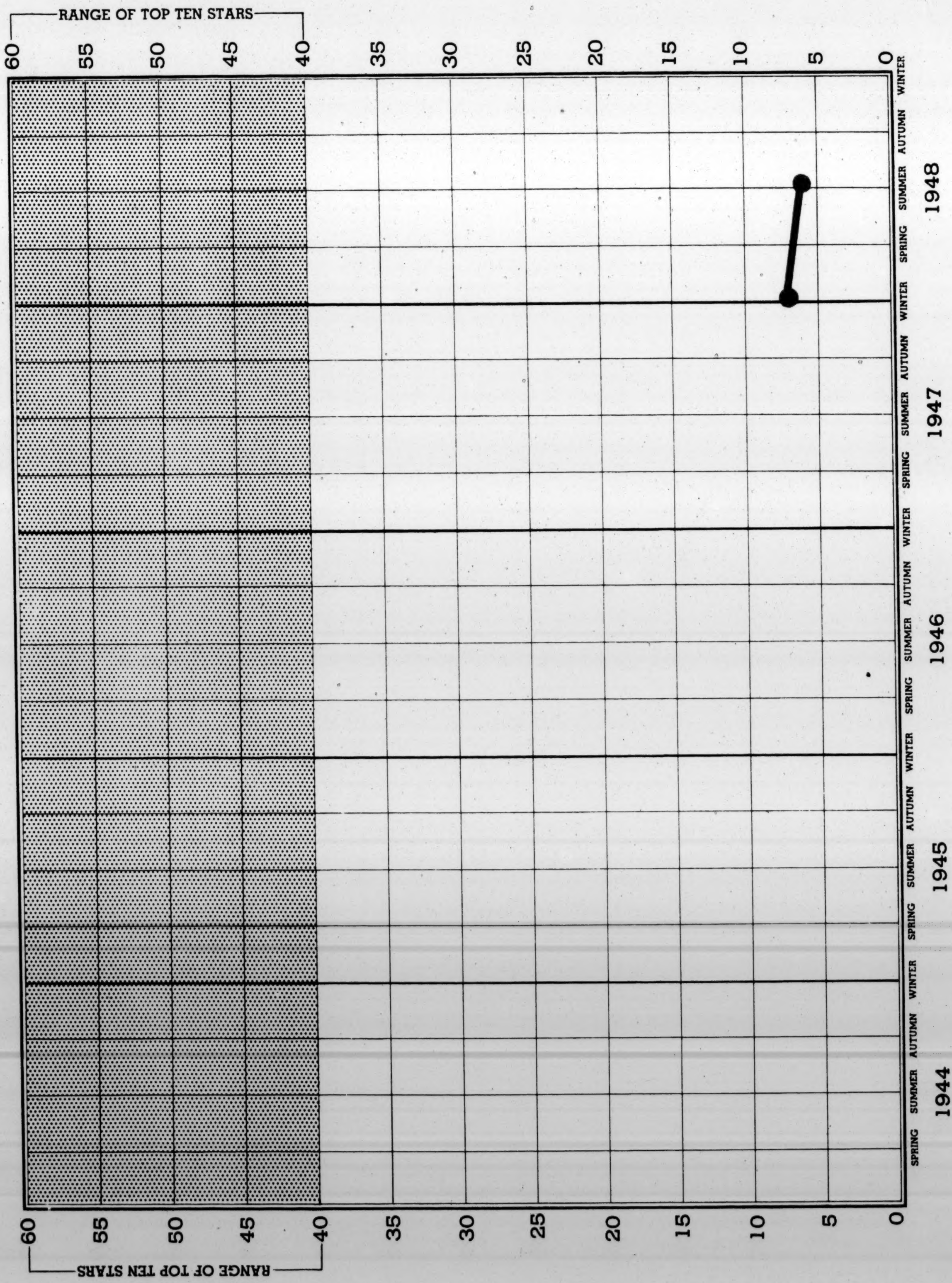

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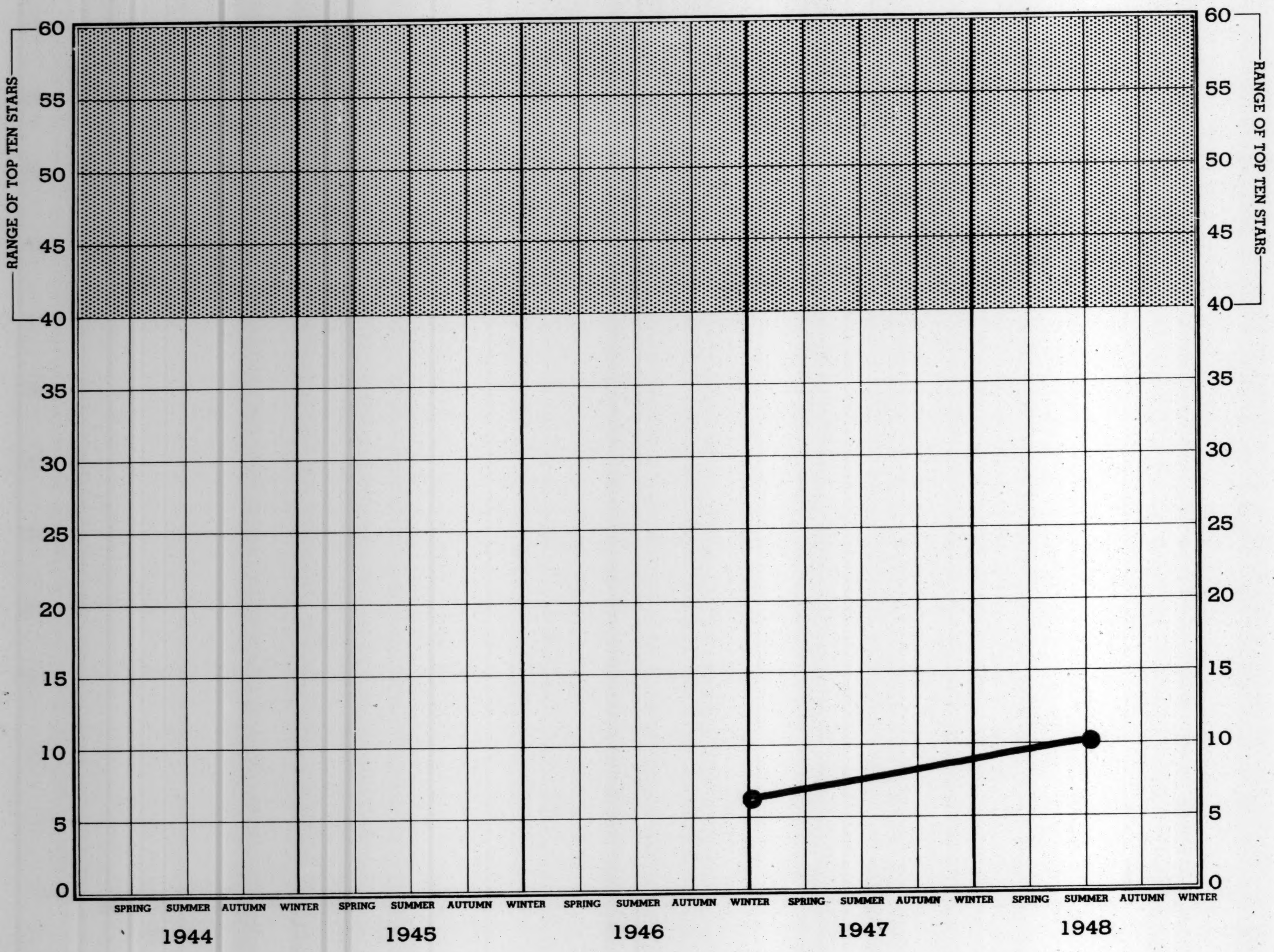
Marsha HUNT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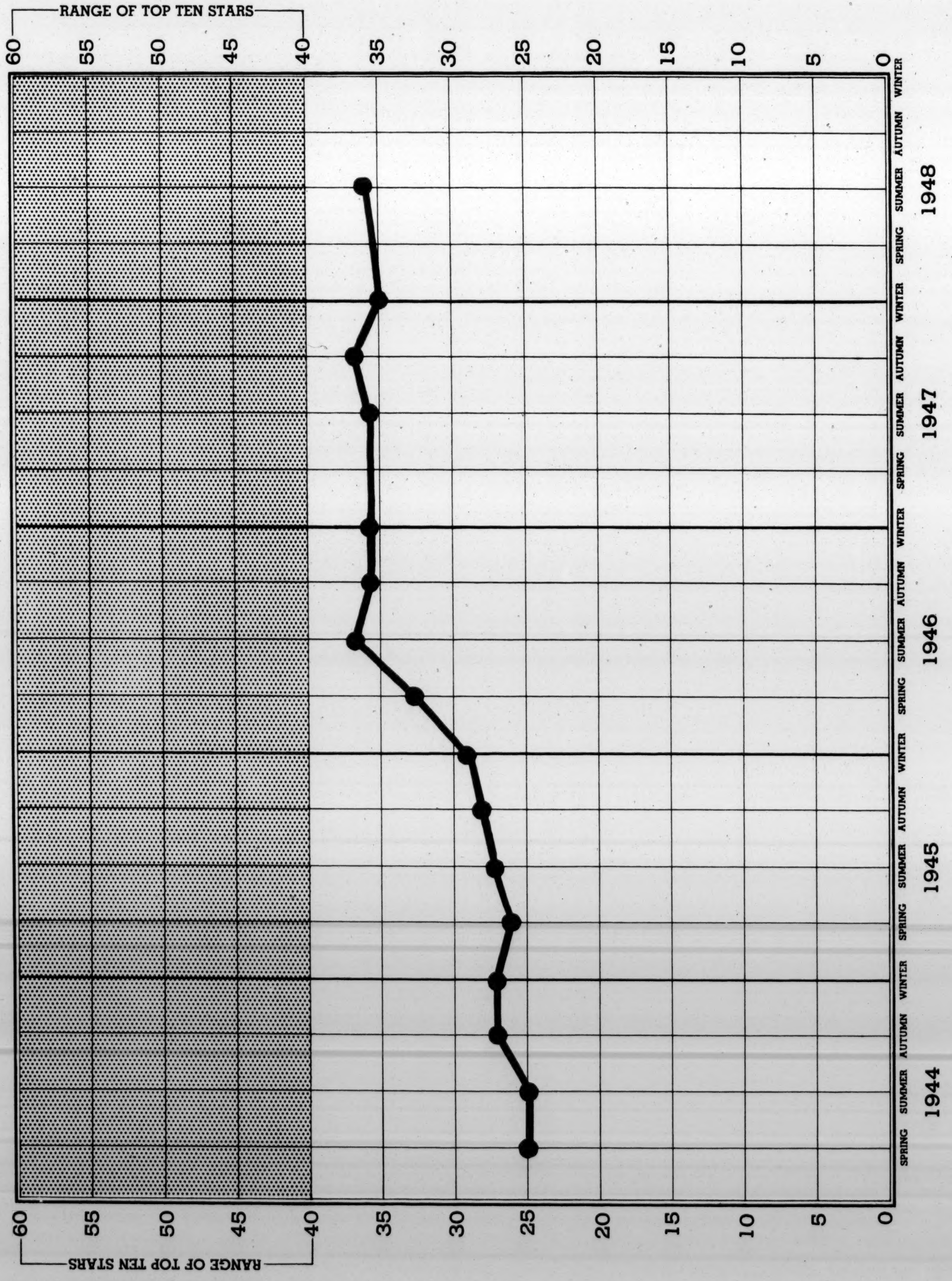

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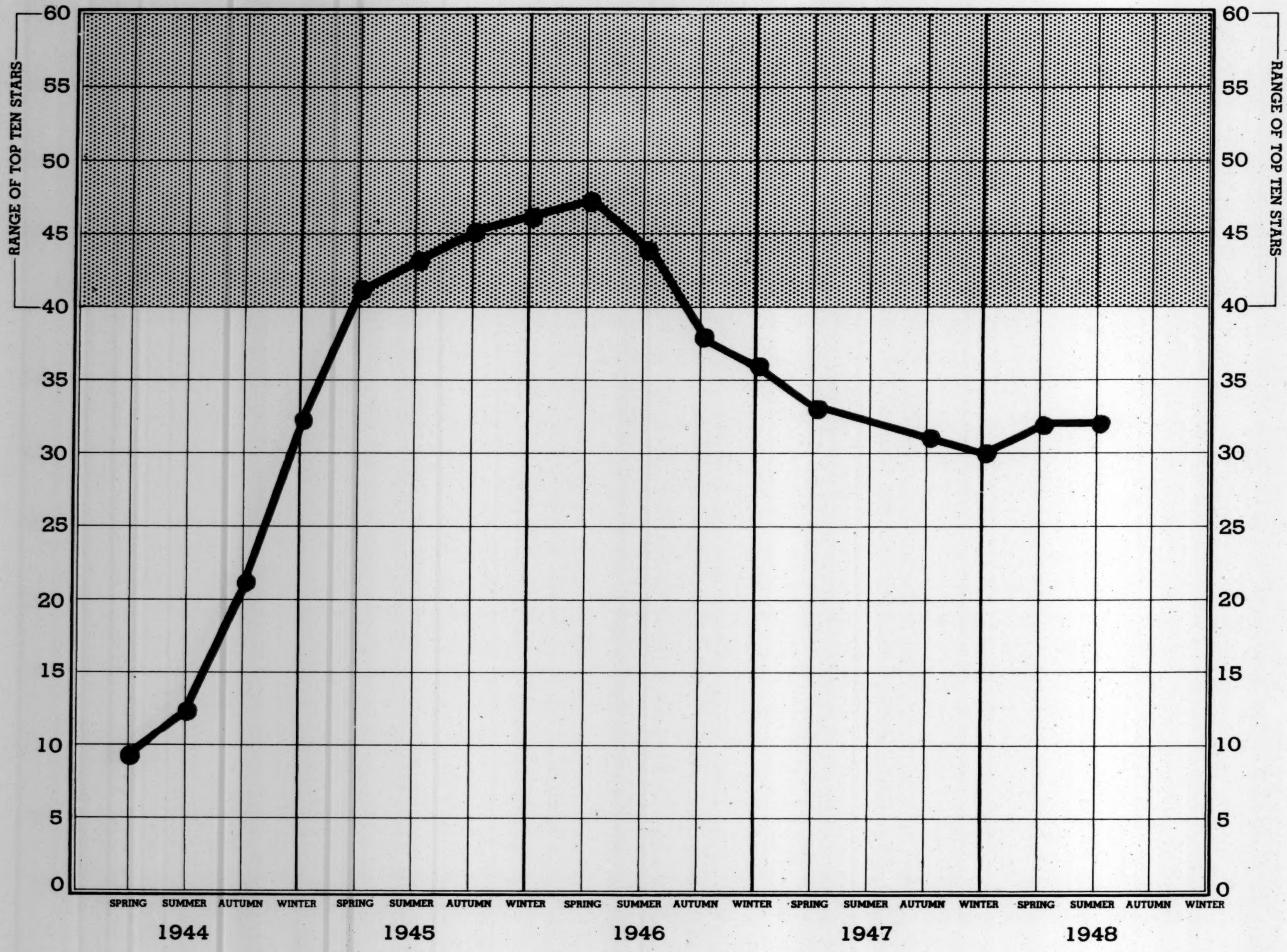
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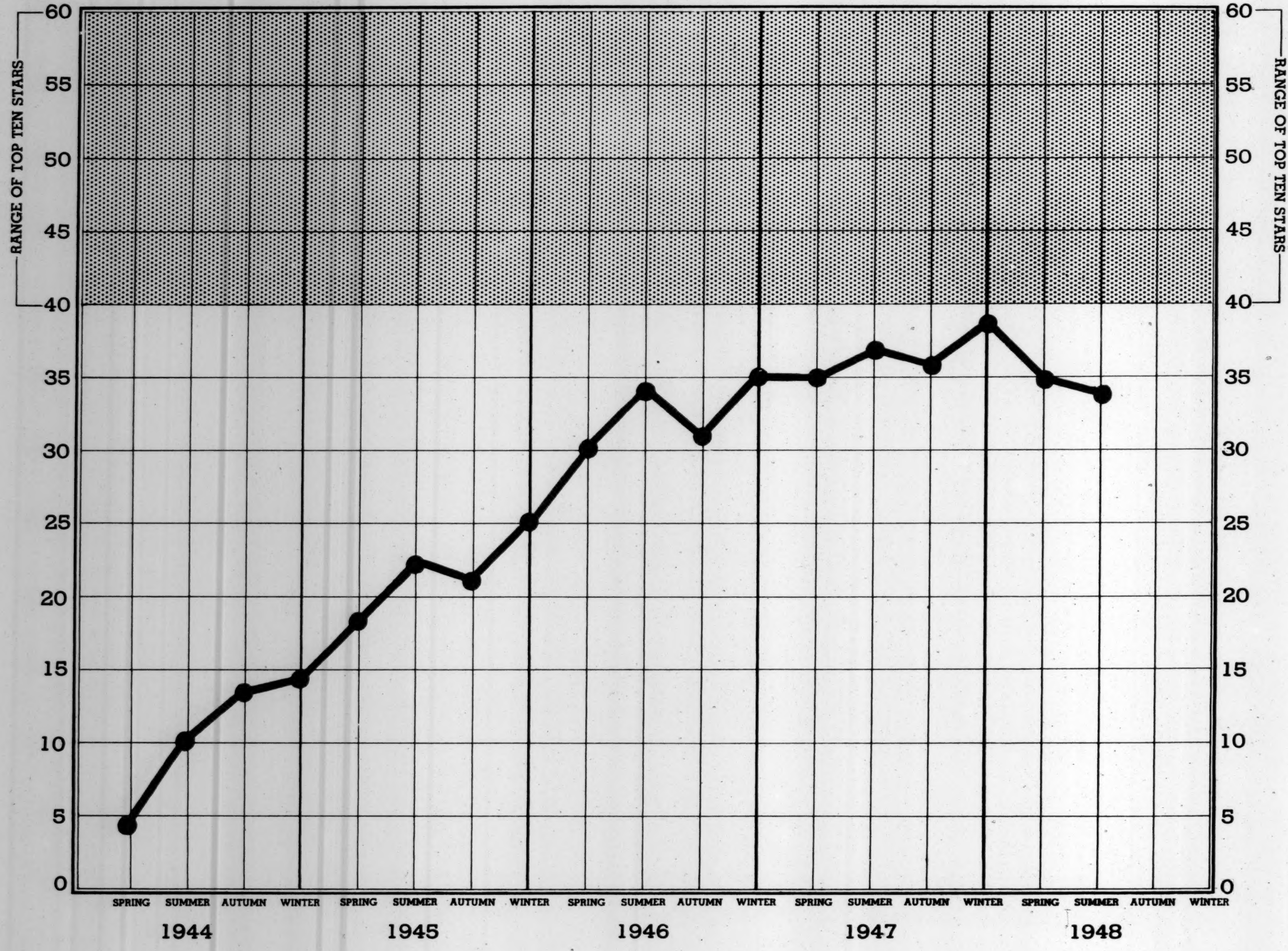

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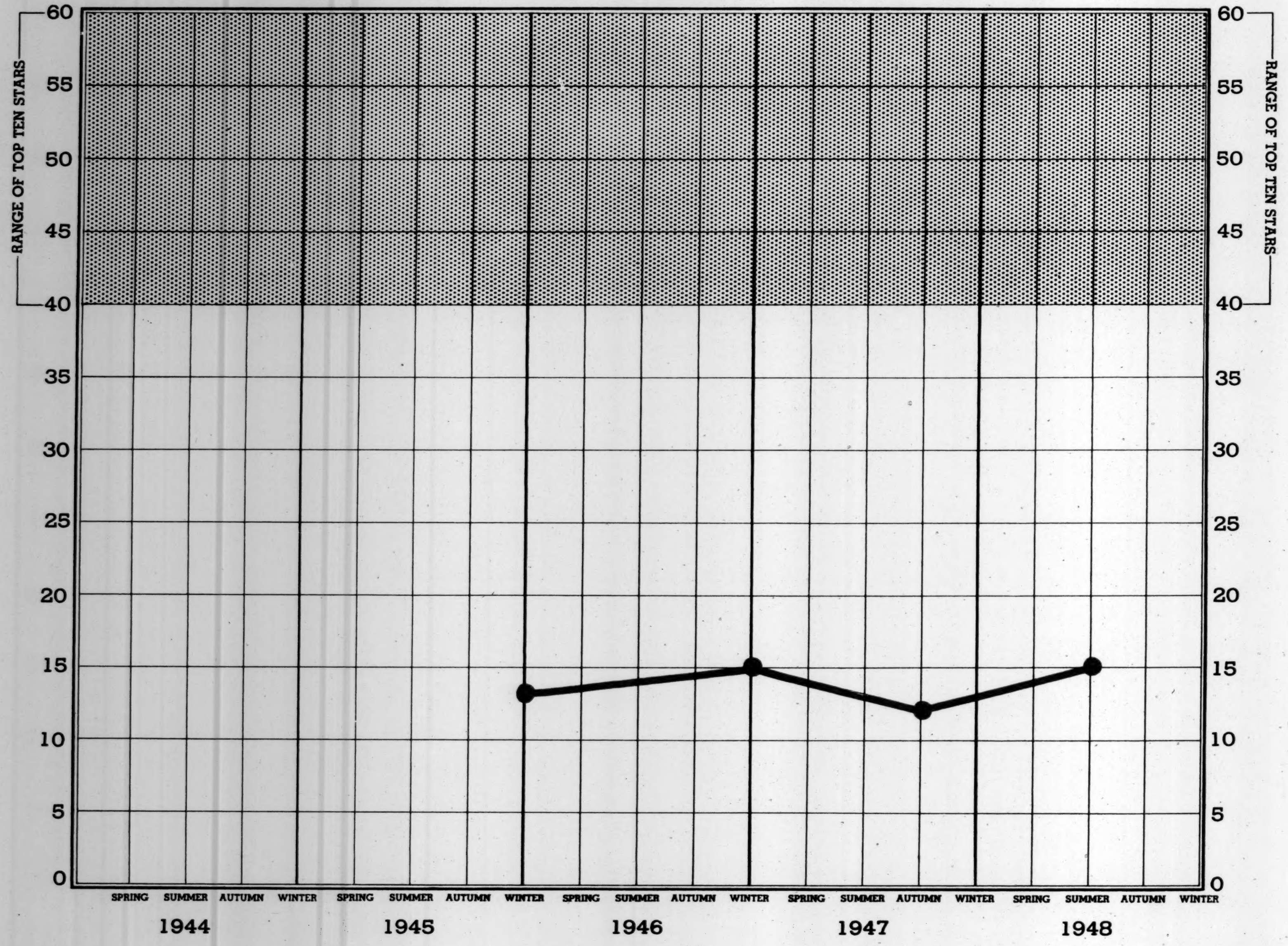

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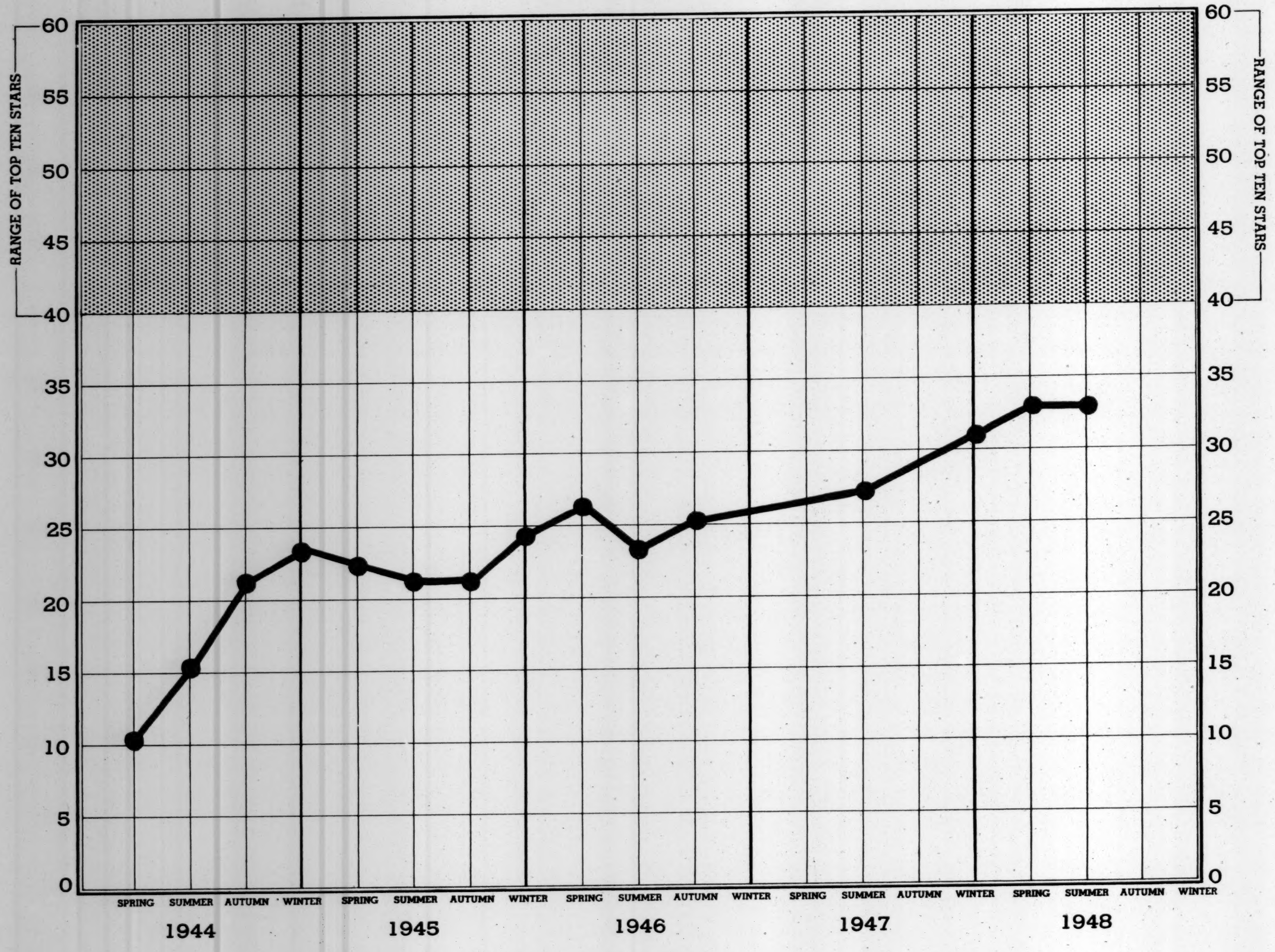
Gene KELLY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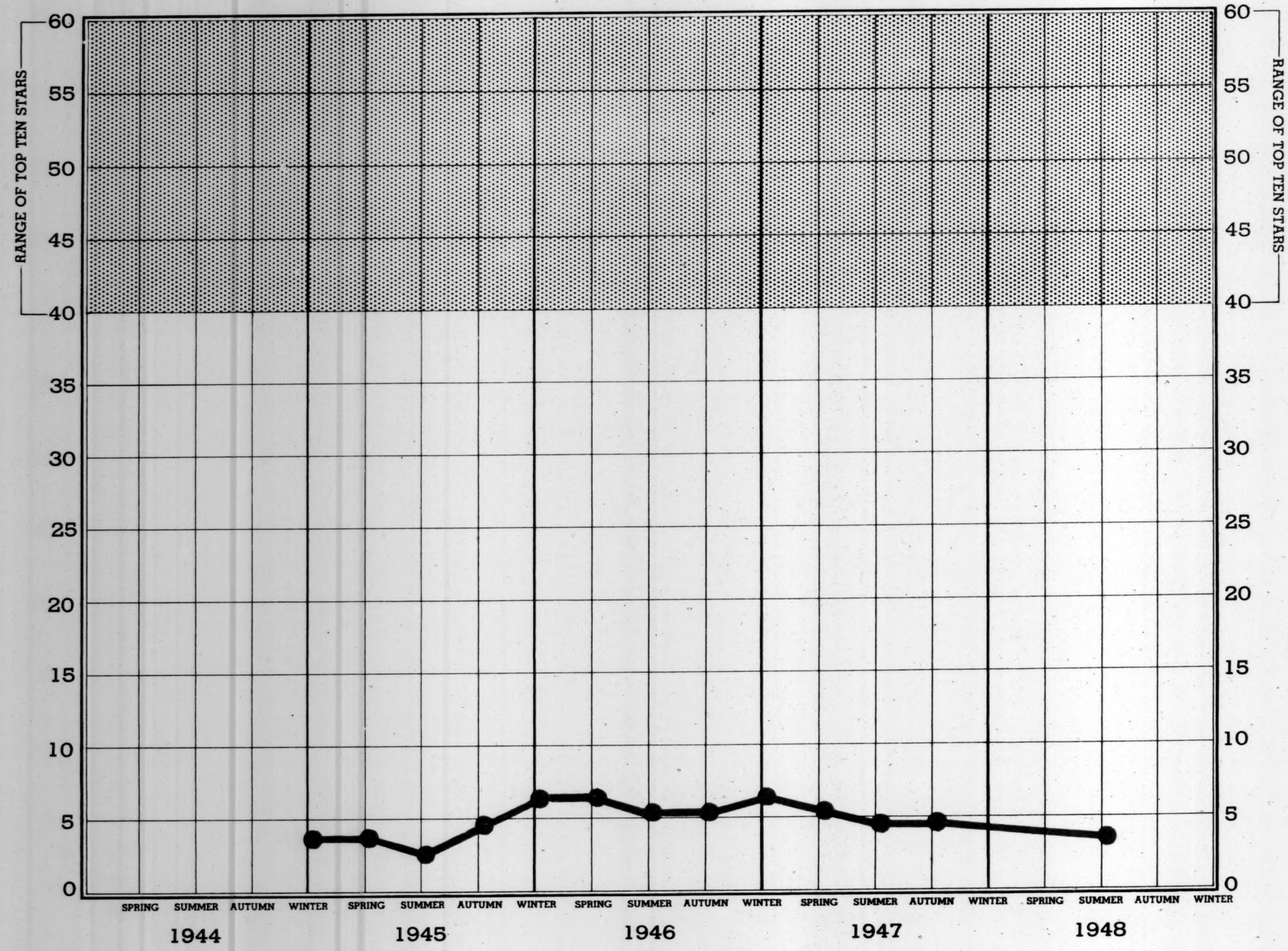
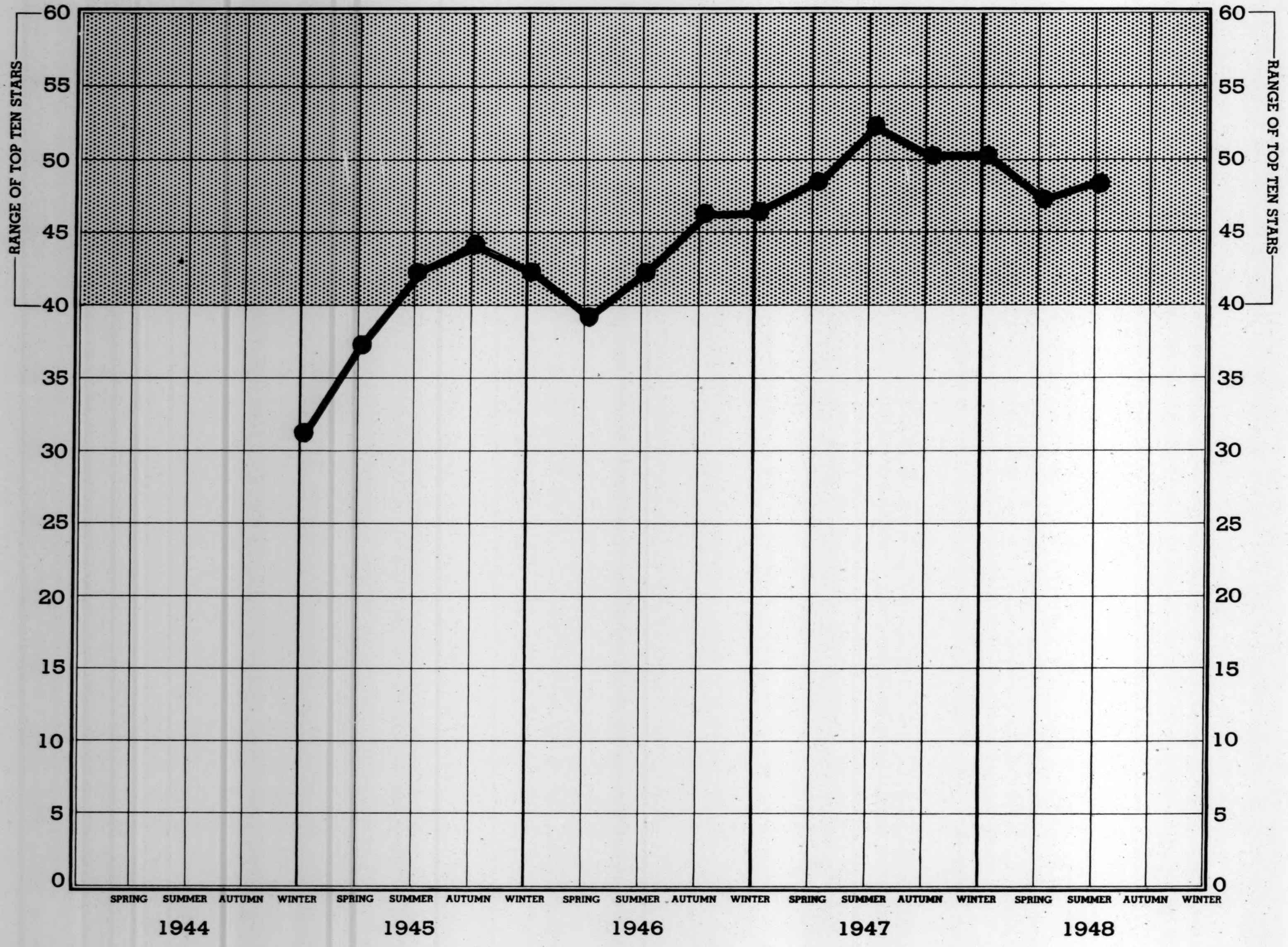


Alexander KNOX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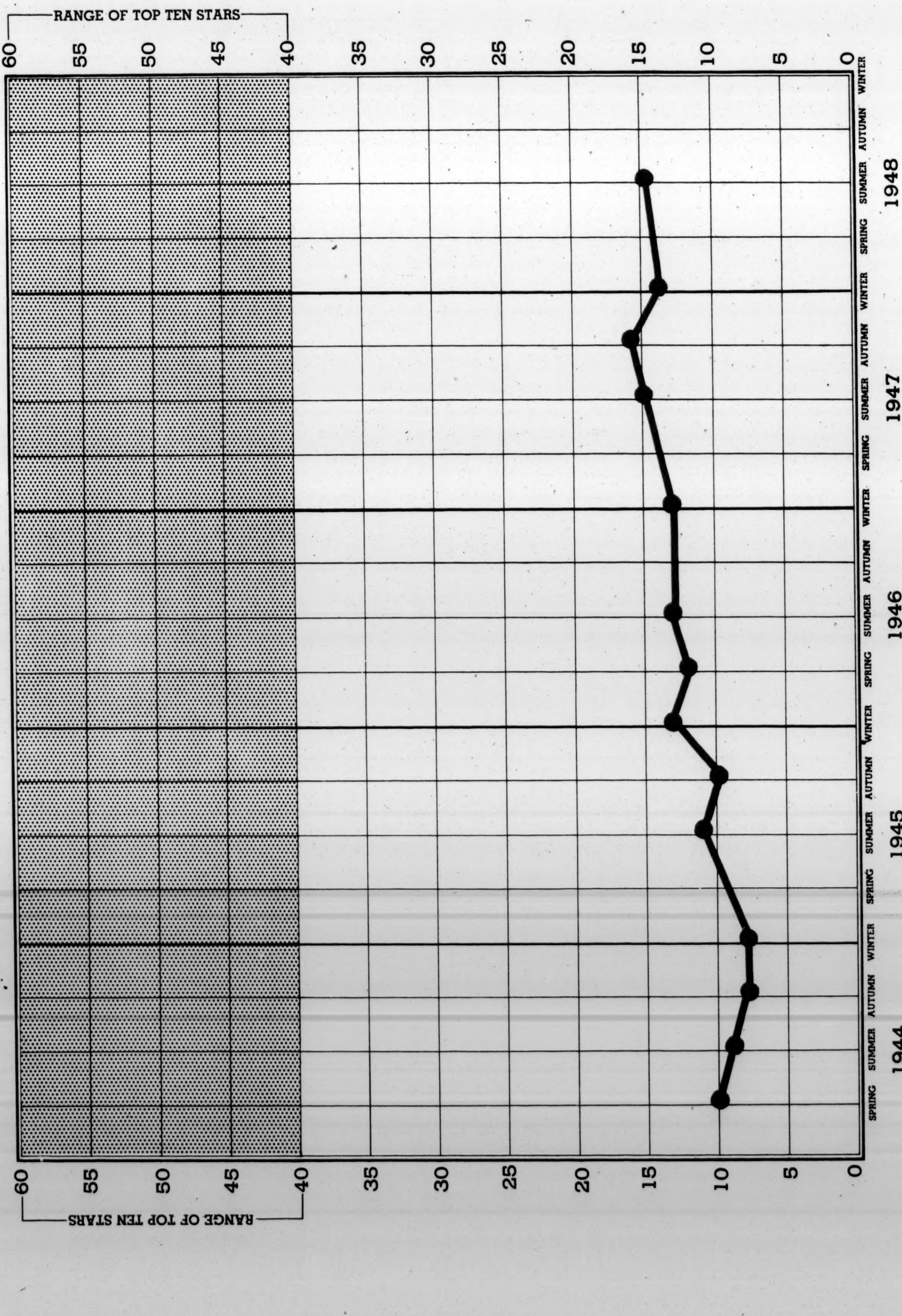
Alan LADD

Veronica LAKE



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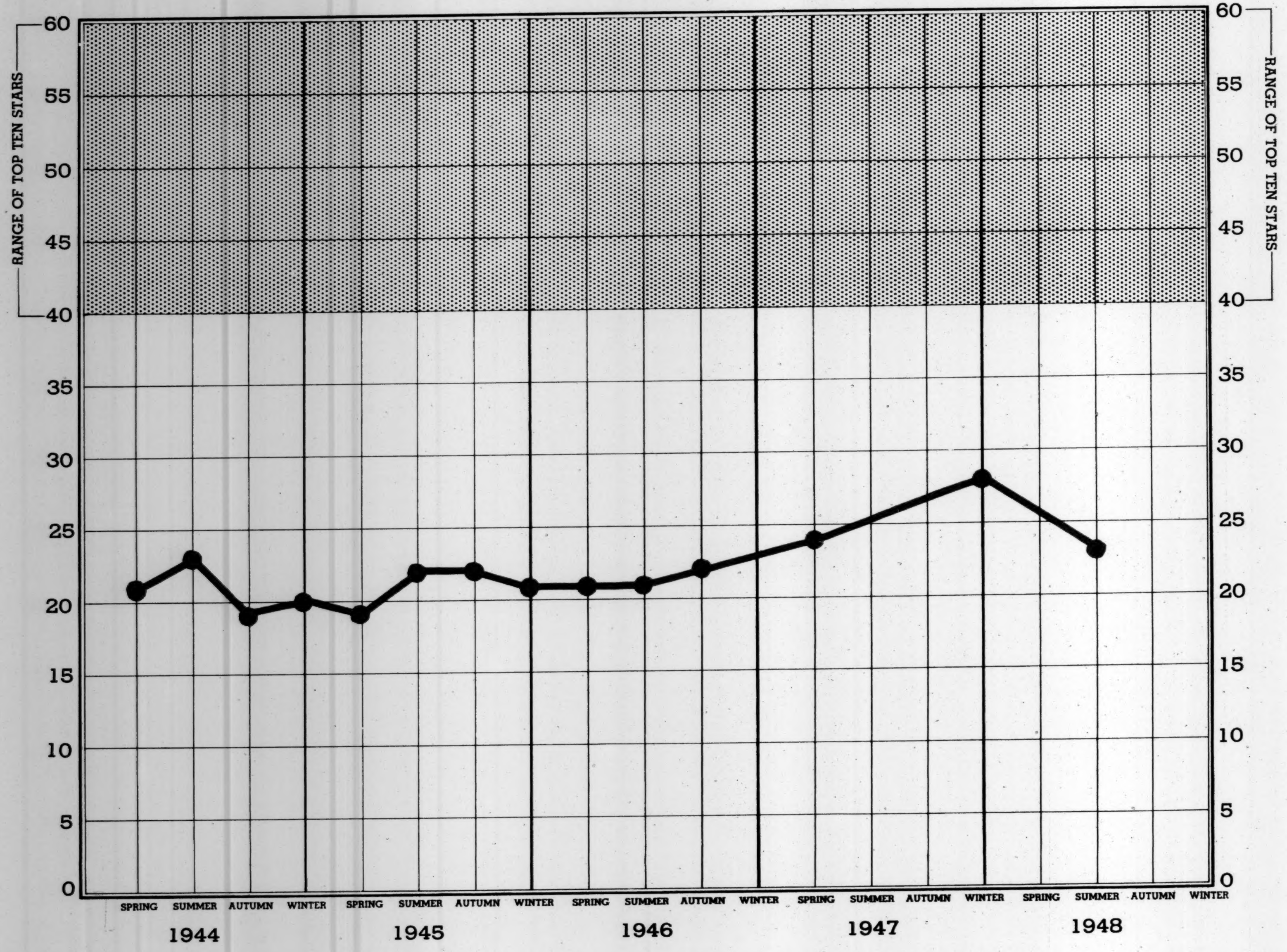
Hedy LAMARR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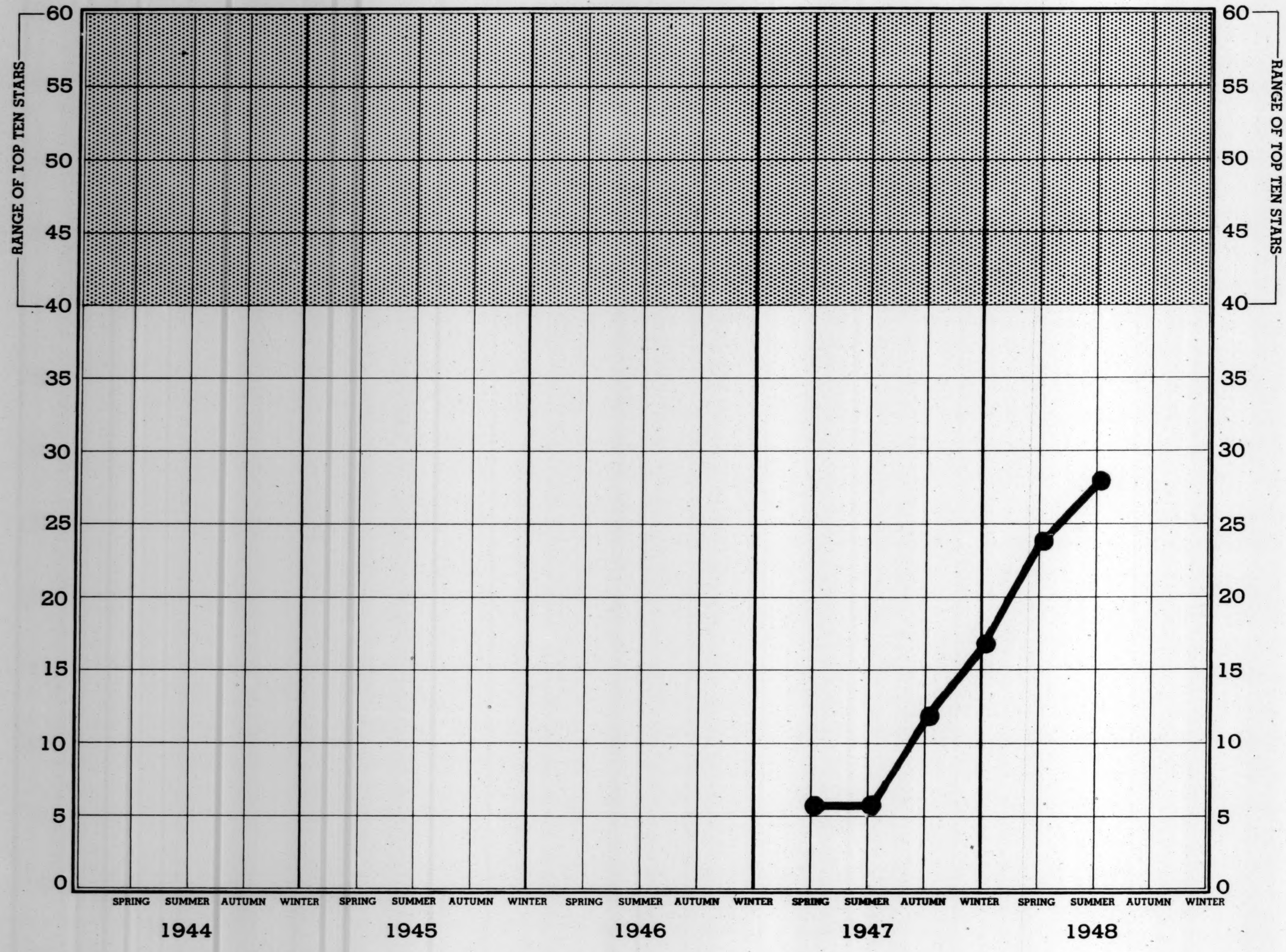
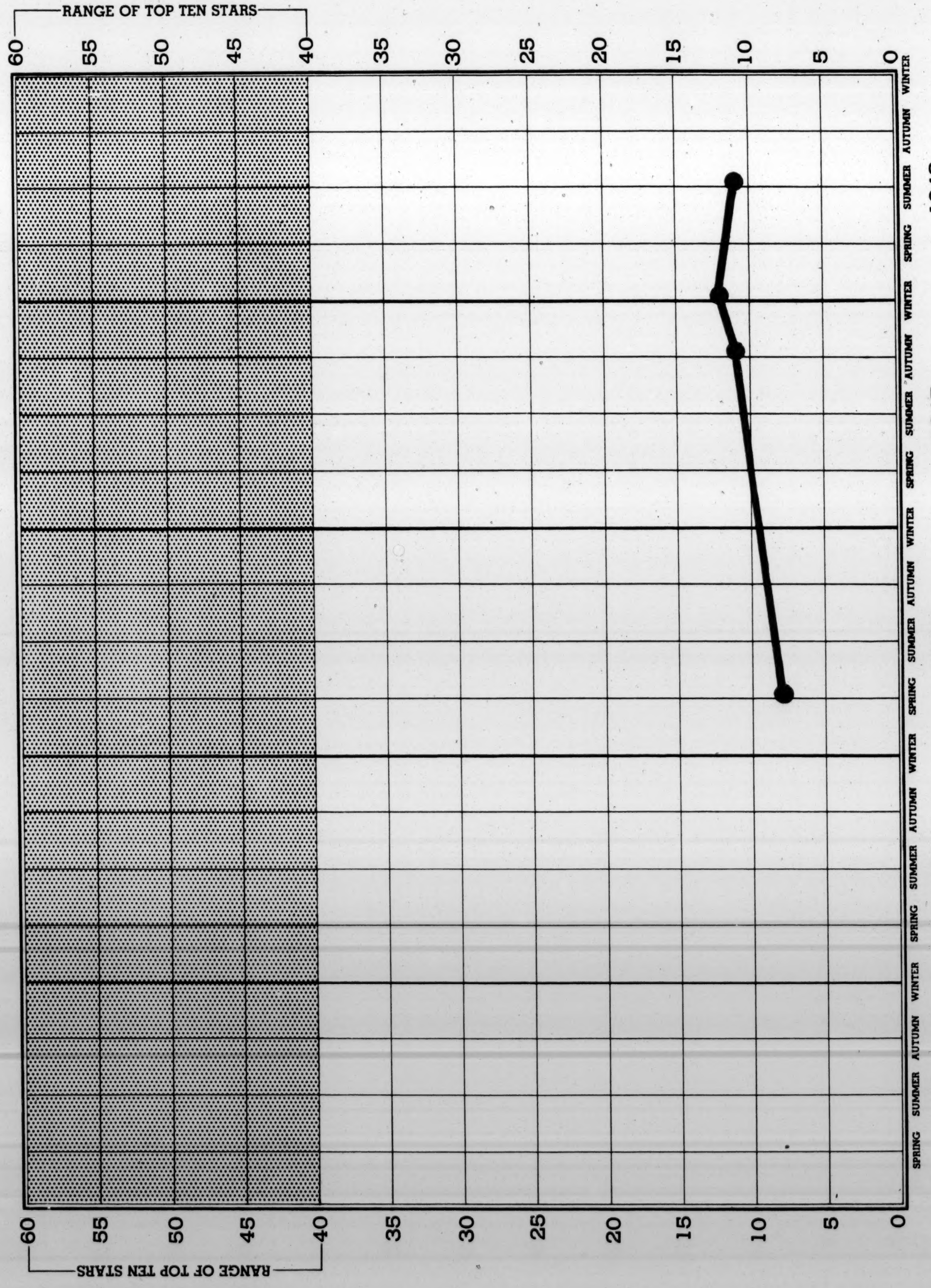


Burt LANCASTER

Frances LANGFORD



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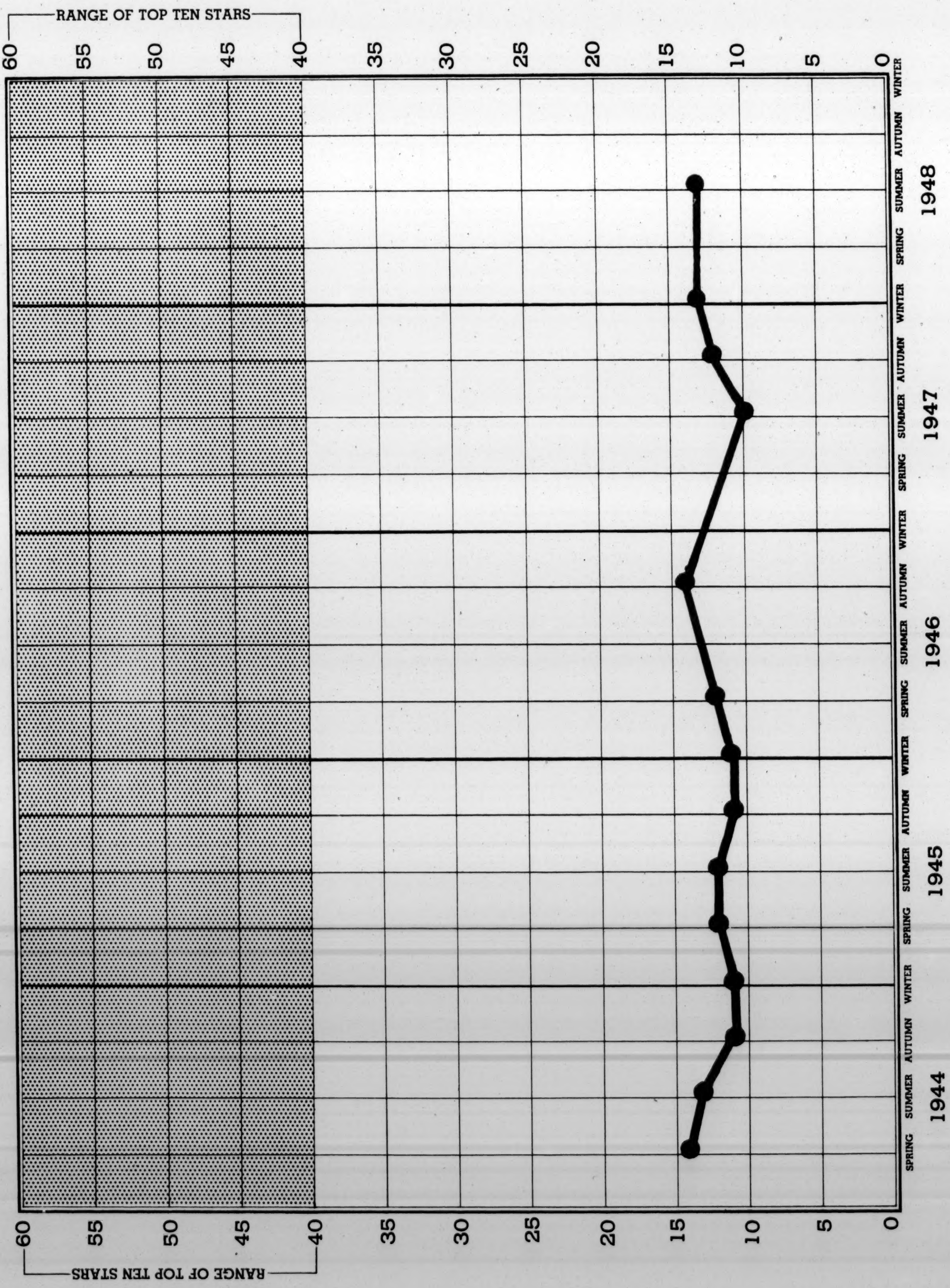
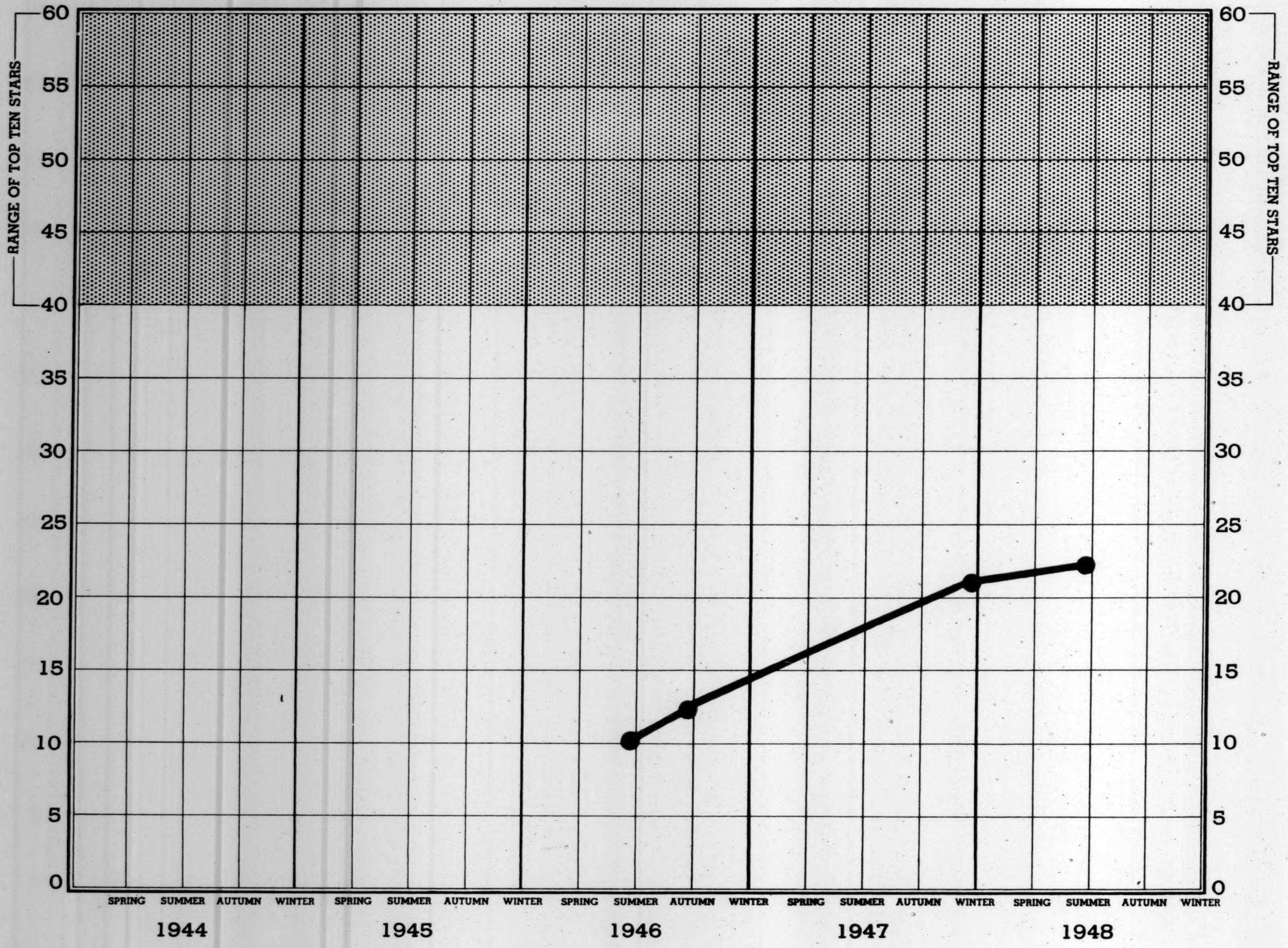
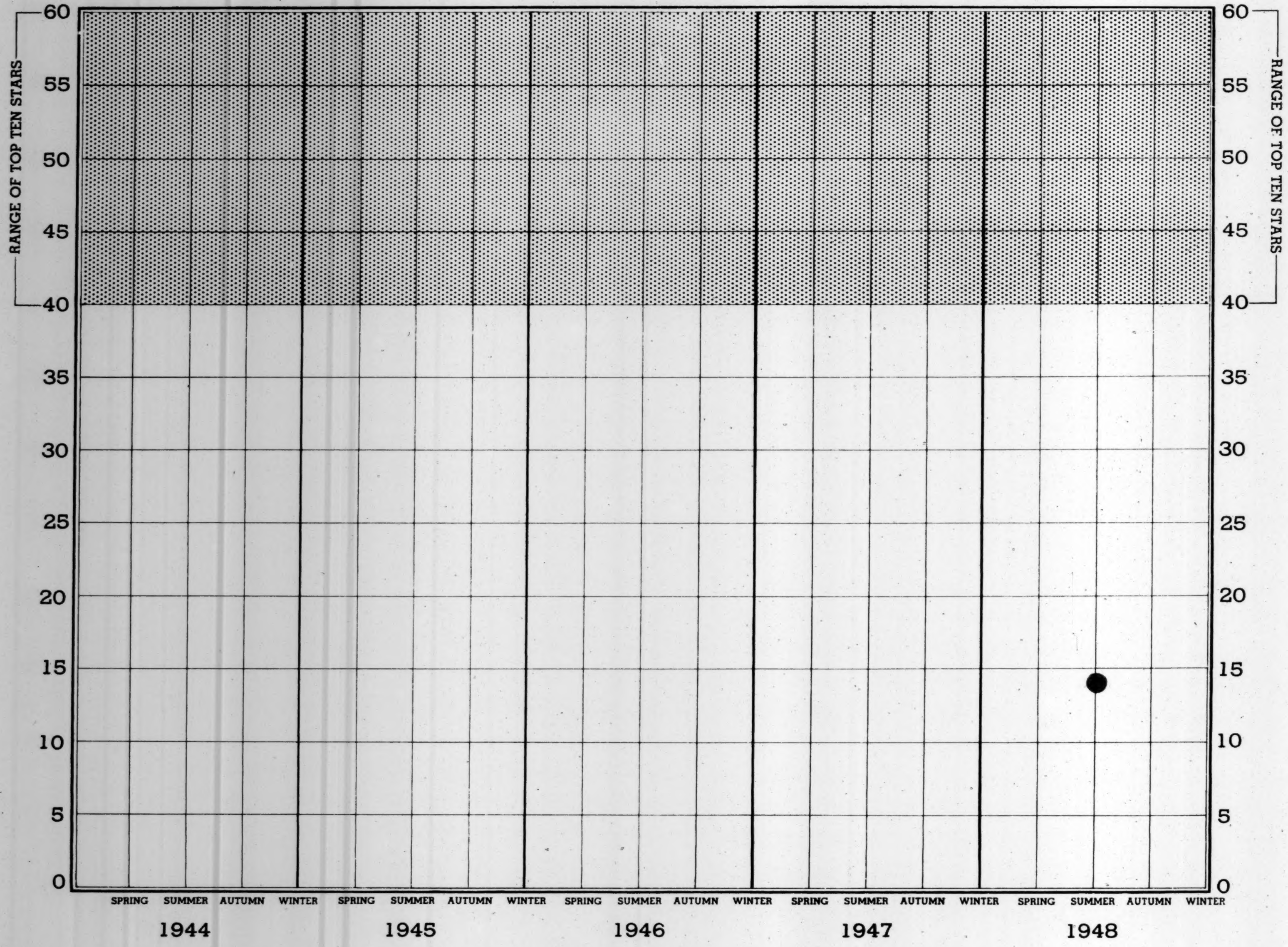




Peter LAWFORD



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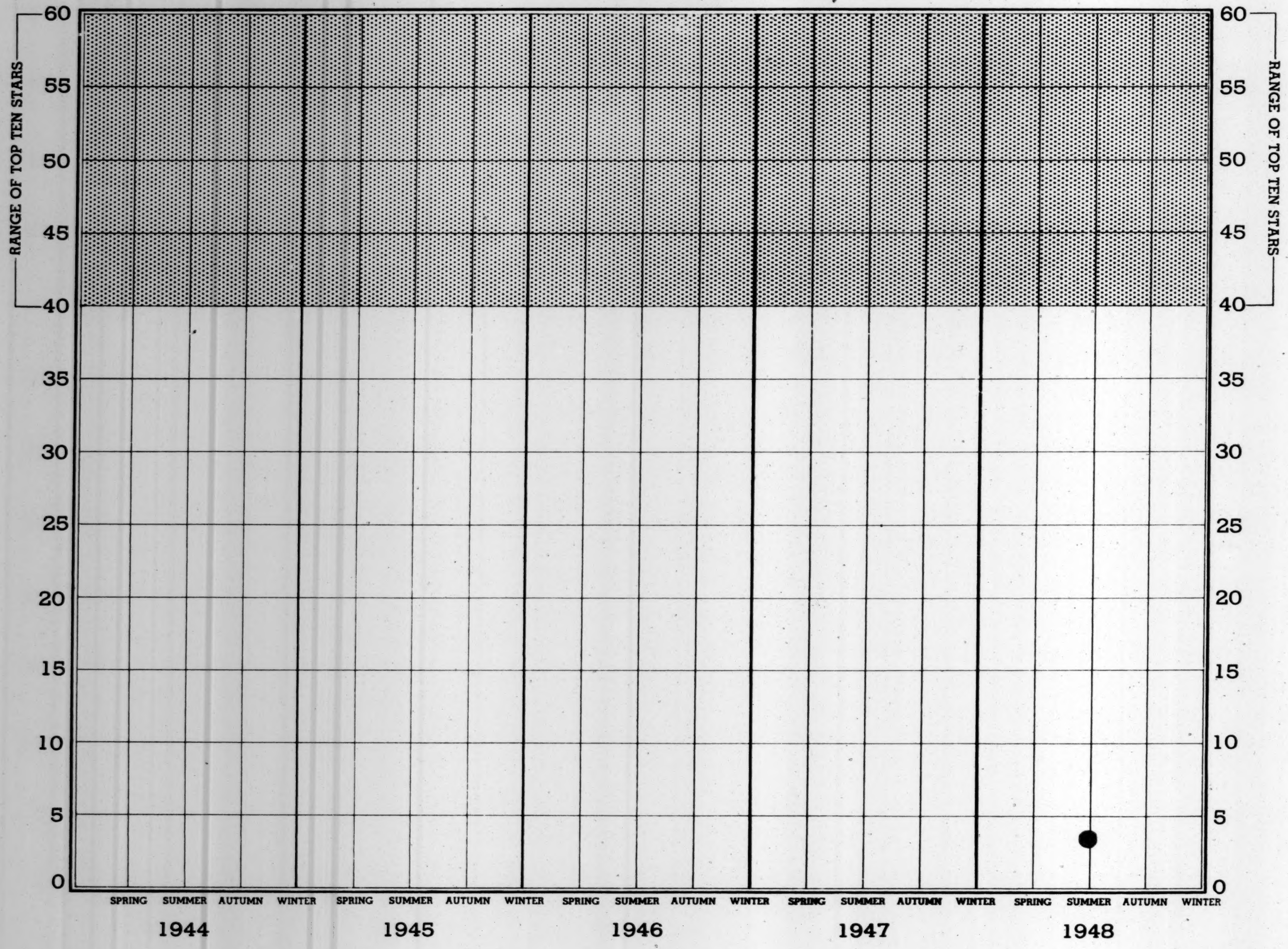

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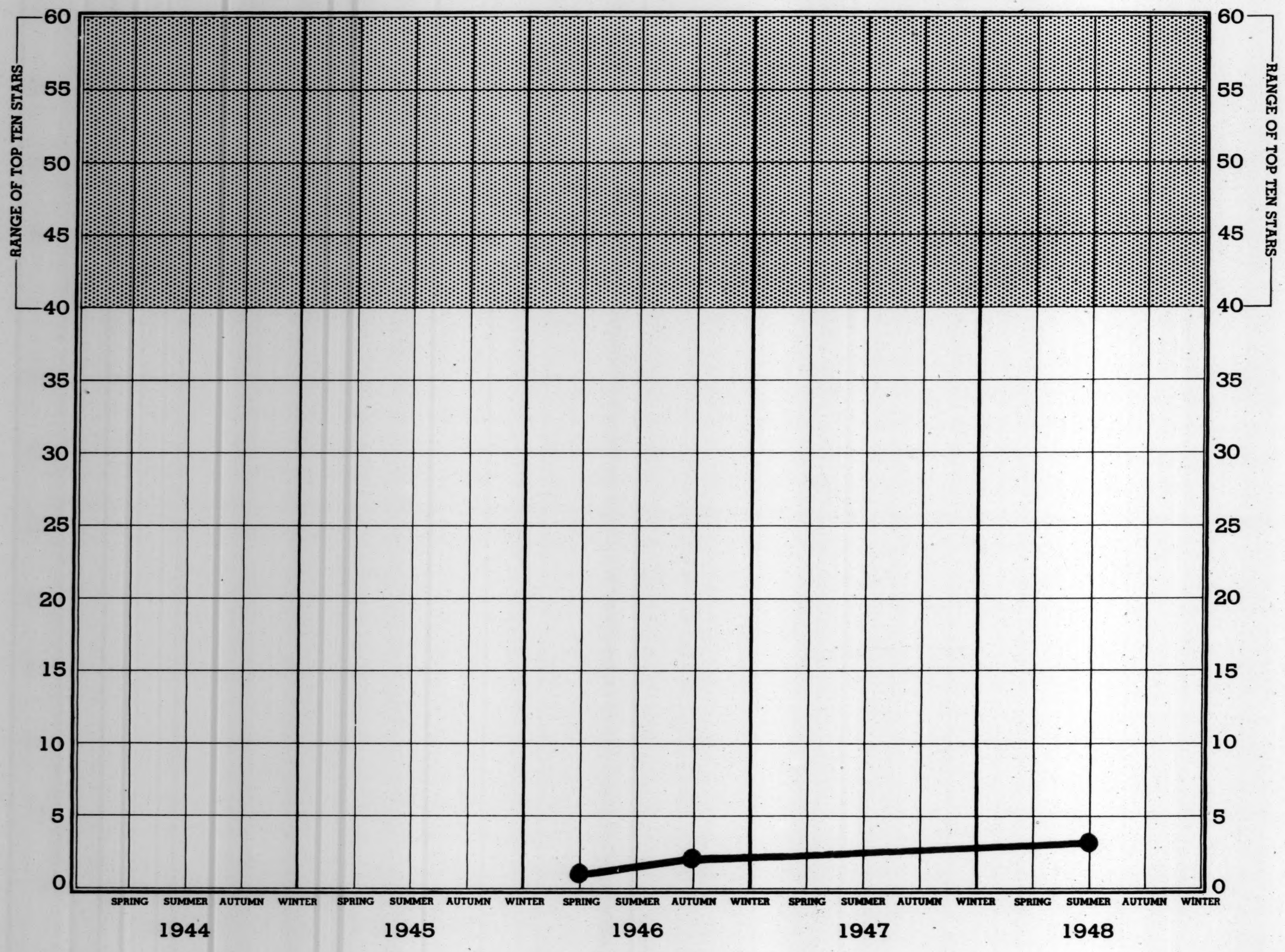

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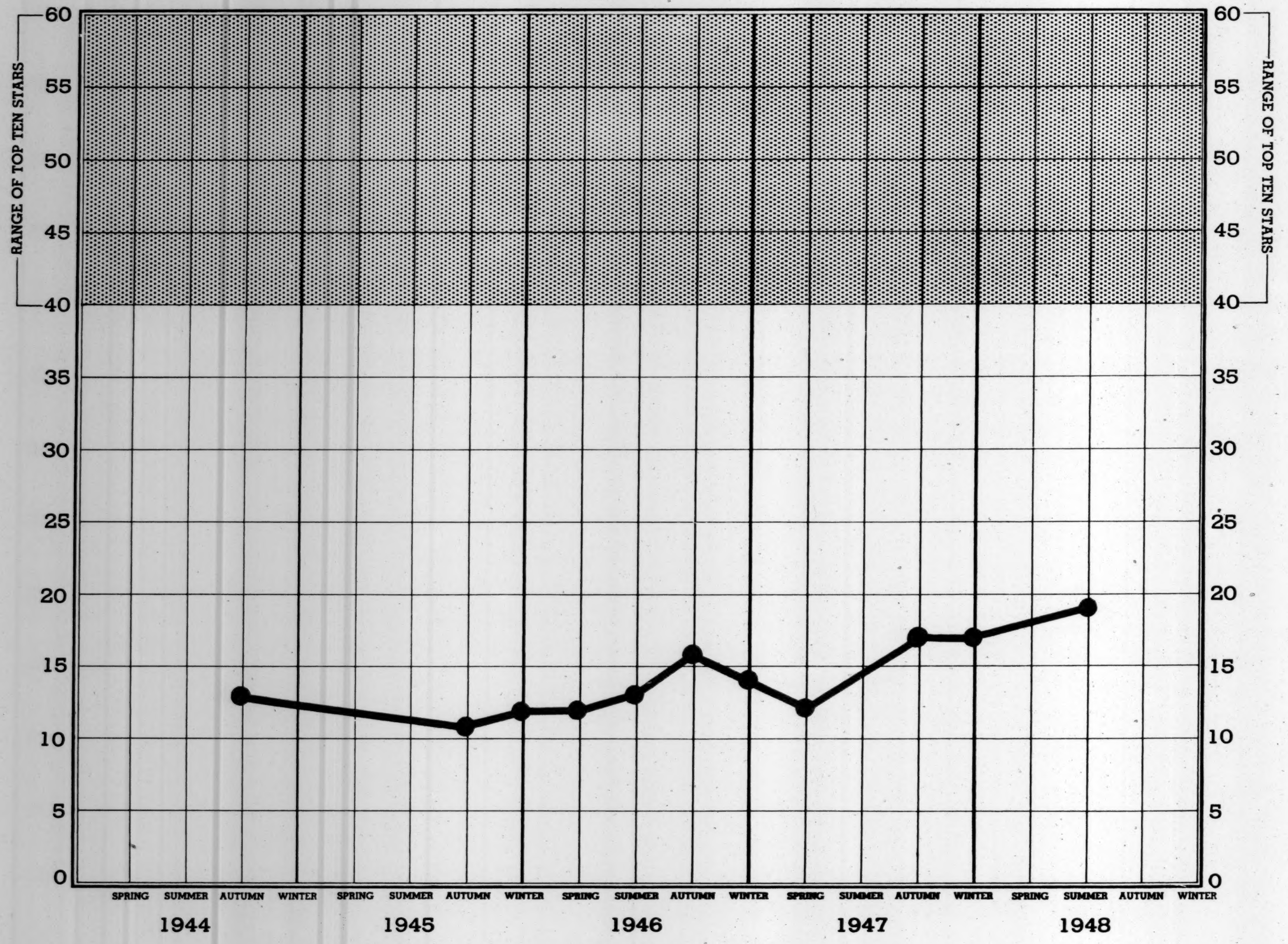
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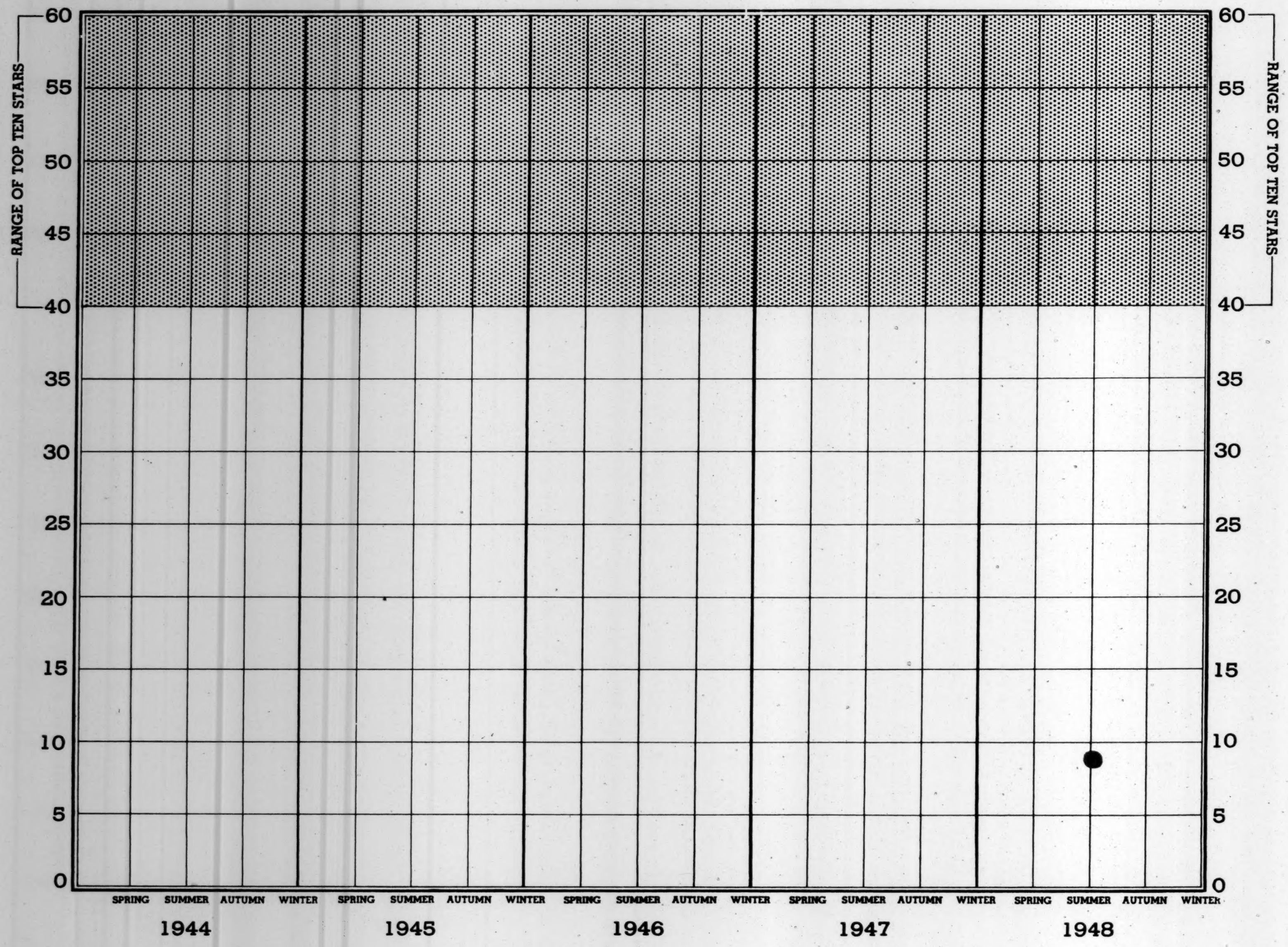
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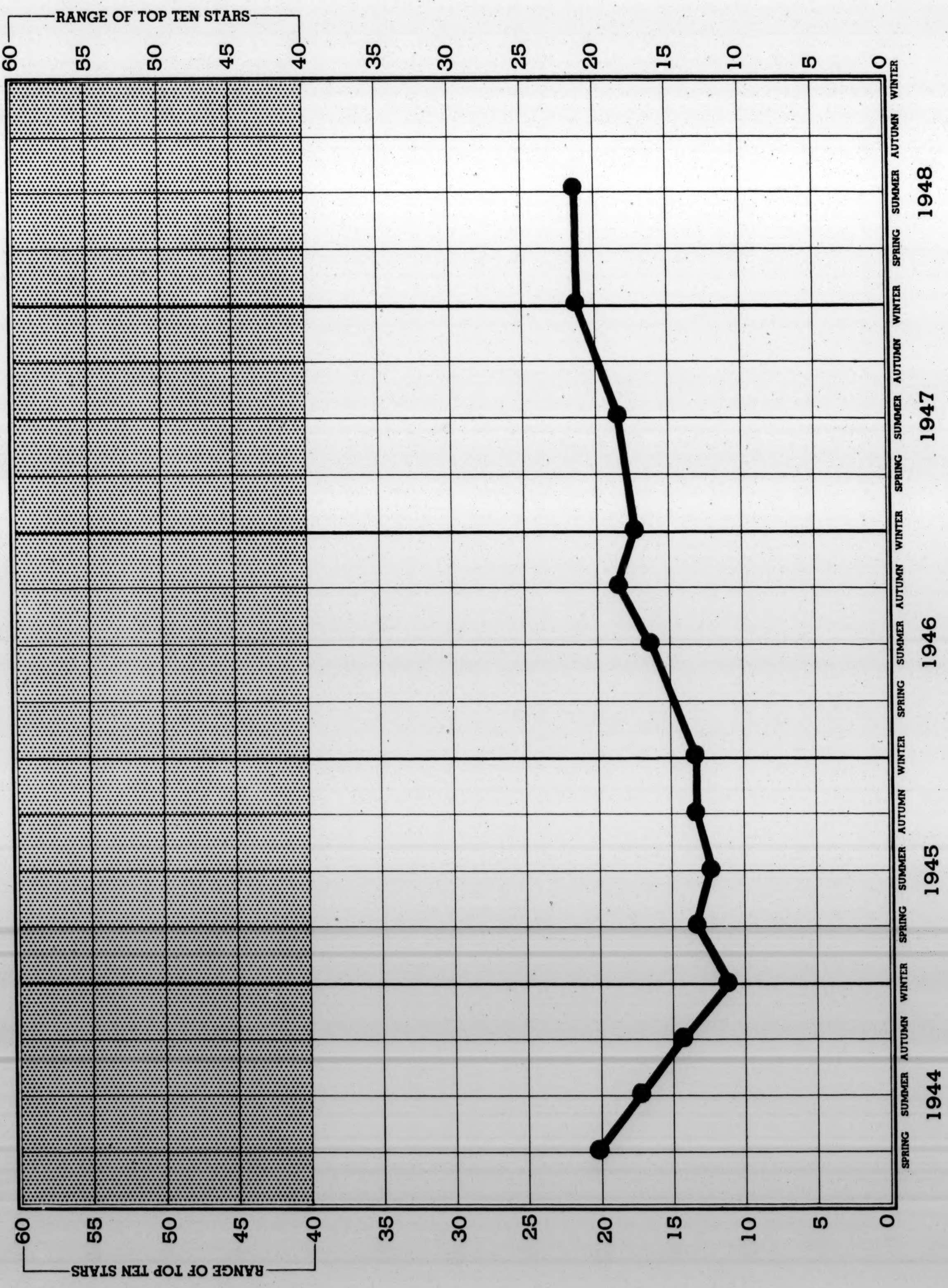
Ida LUPINO



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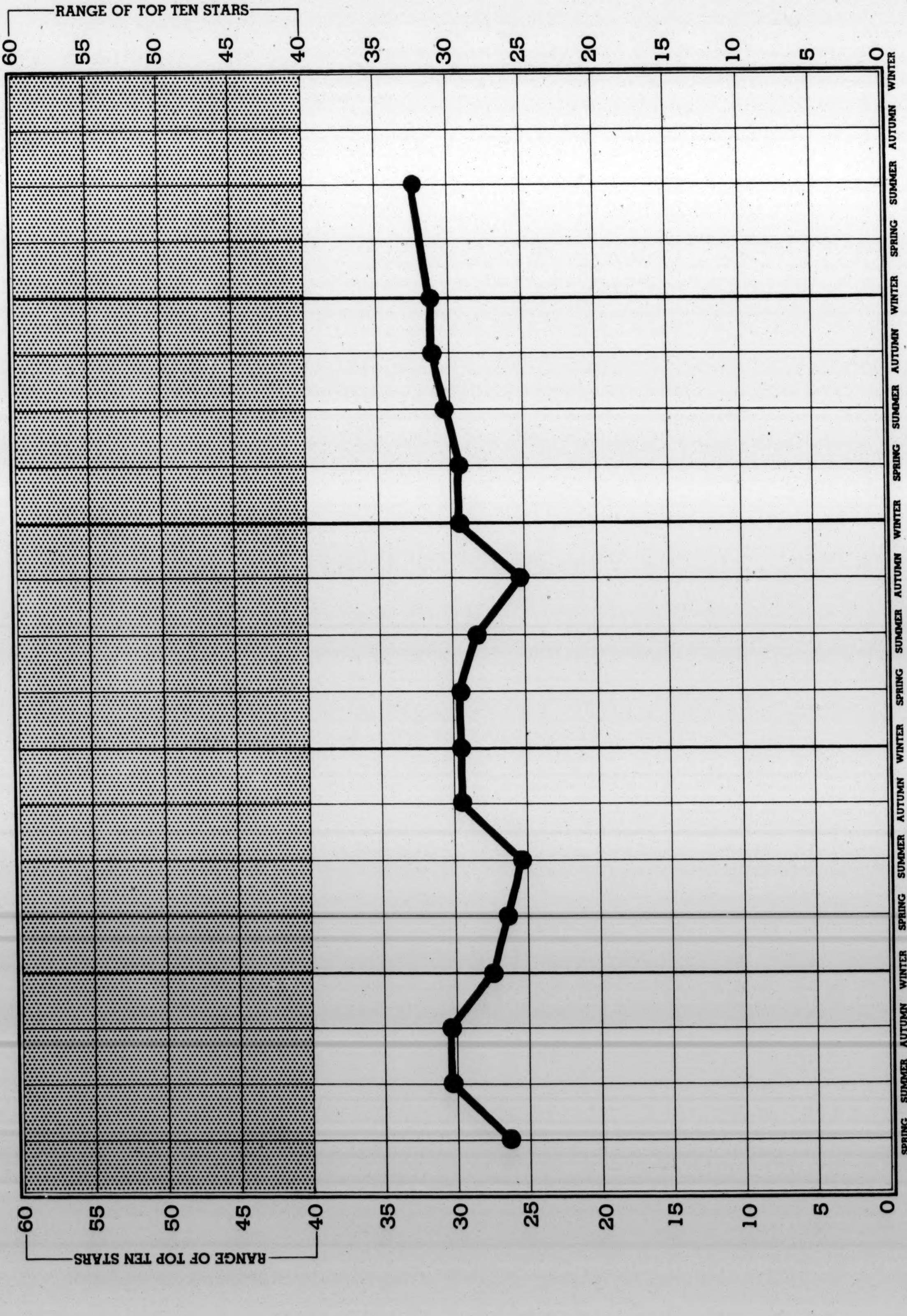

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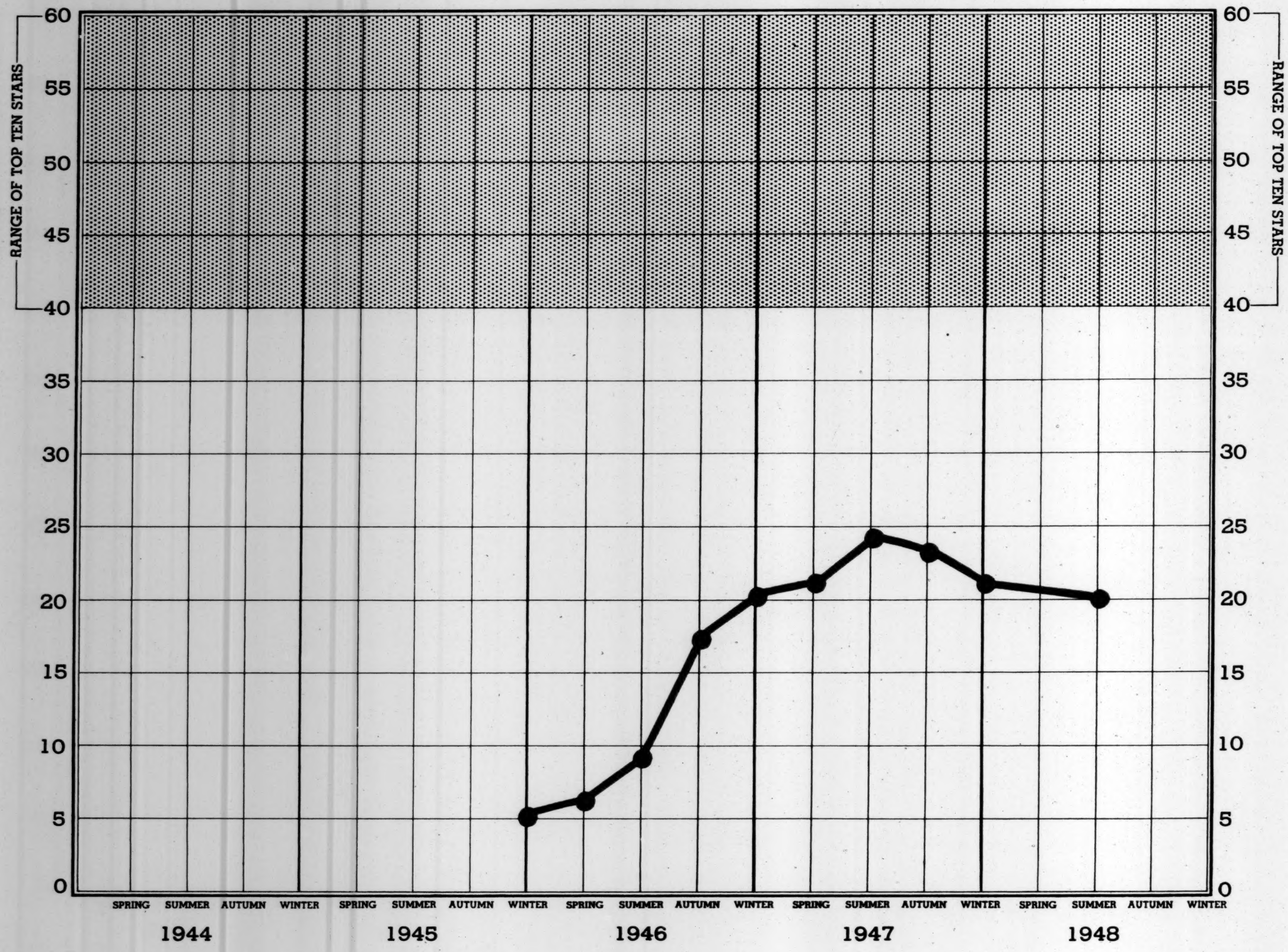
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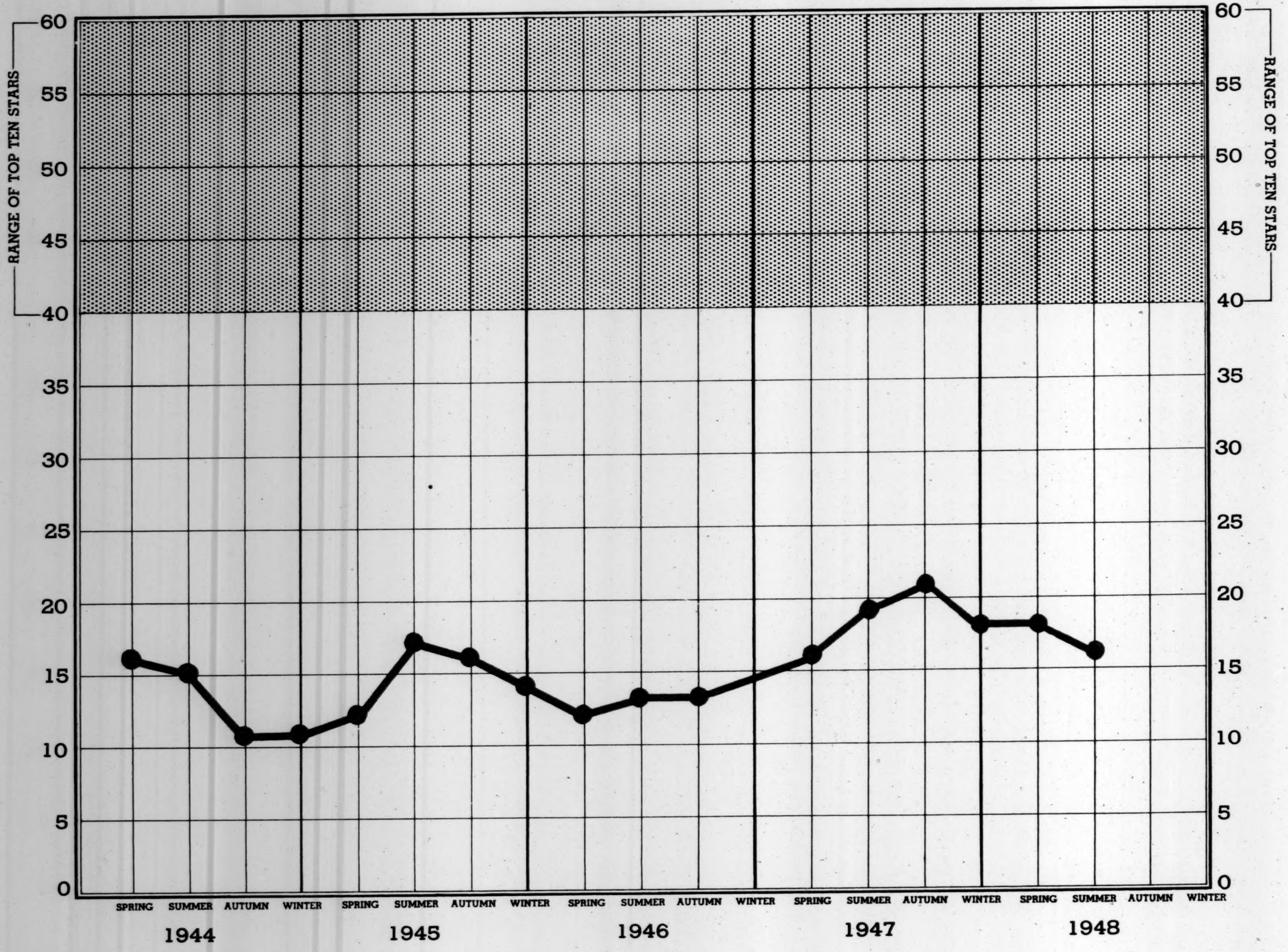
Fredric MARCH



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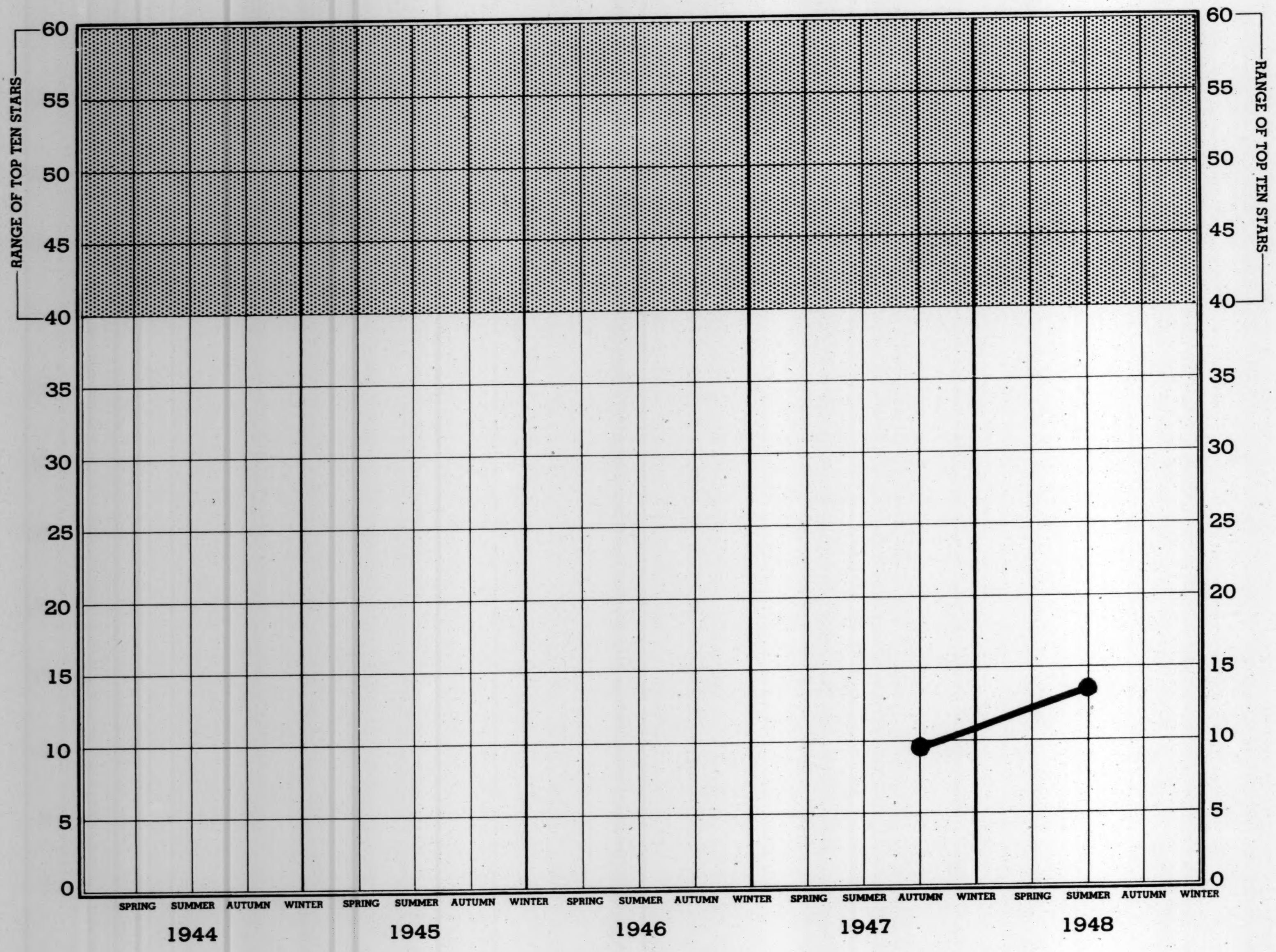
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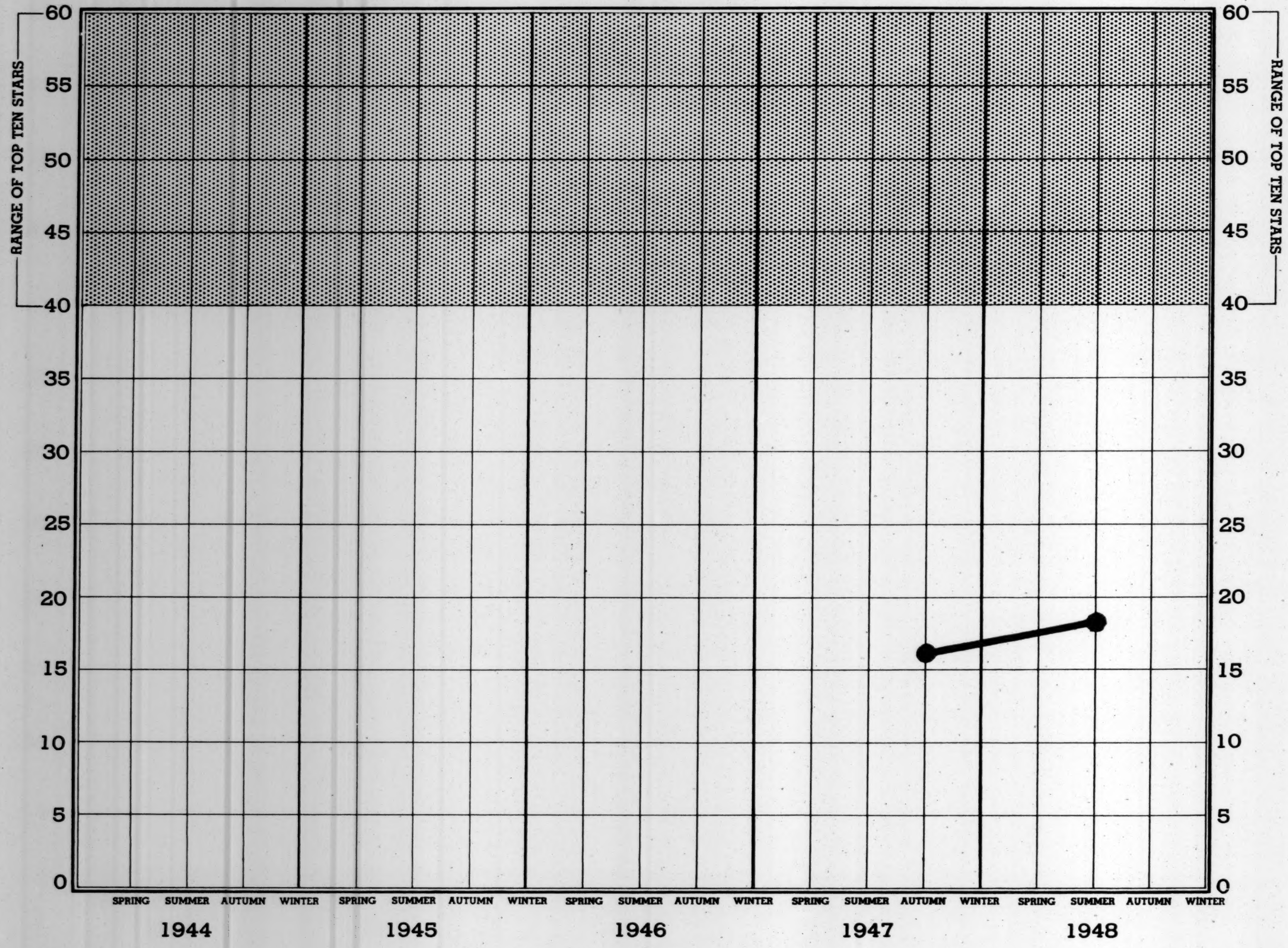
MARX BROTHERS



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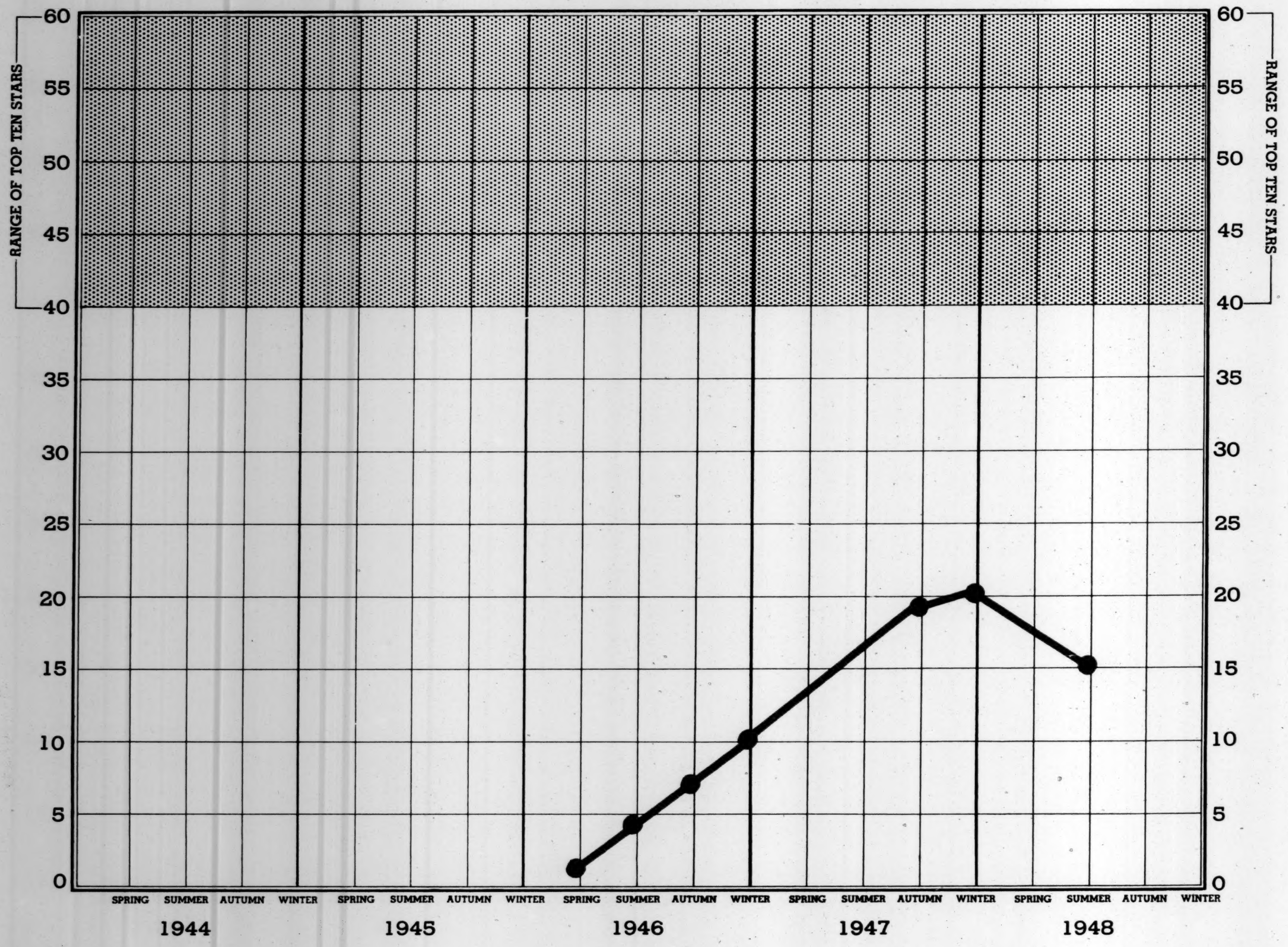
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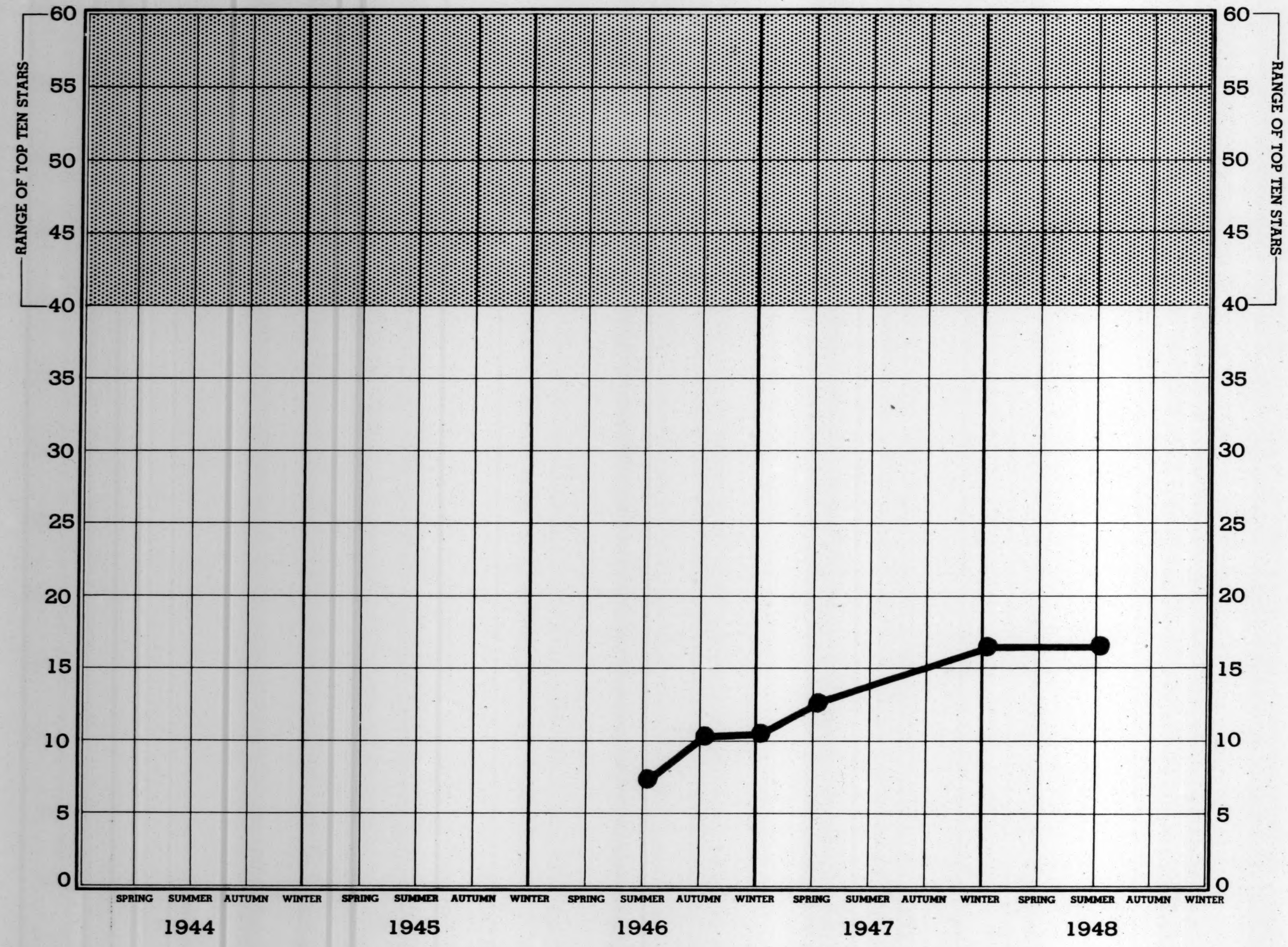

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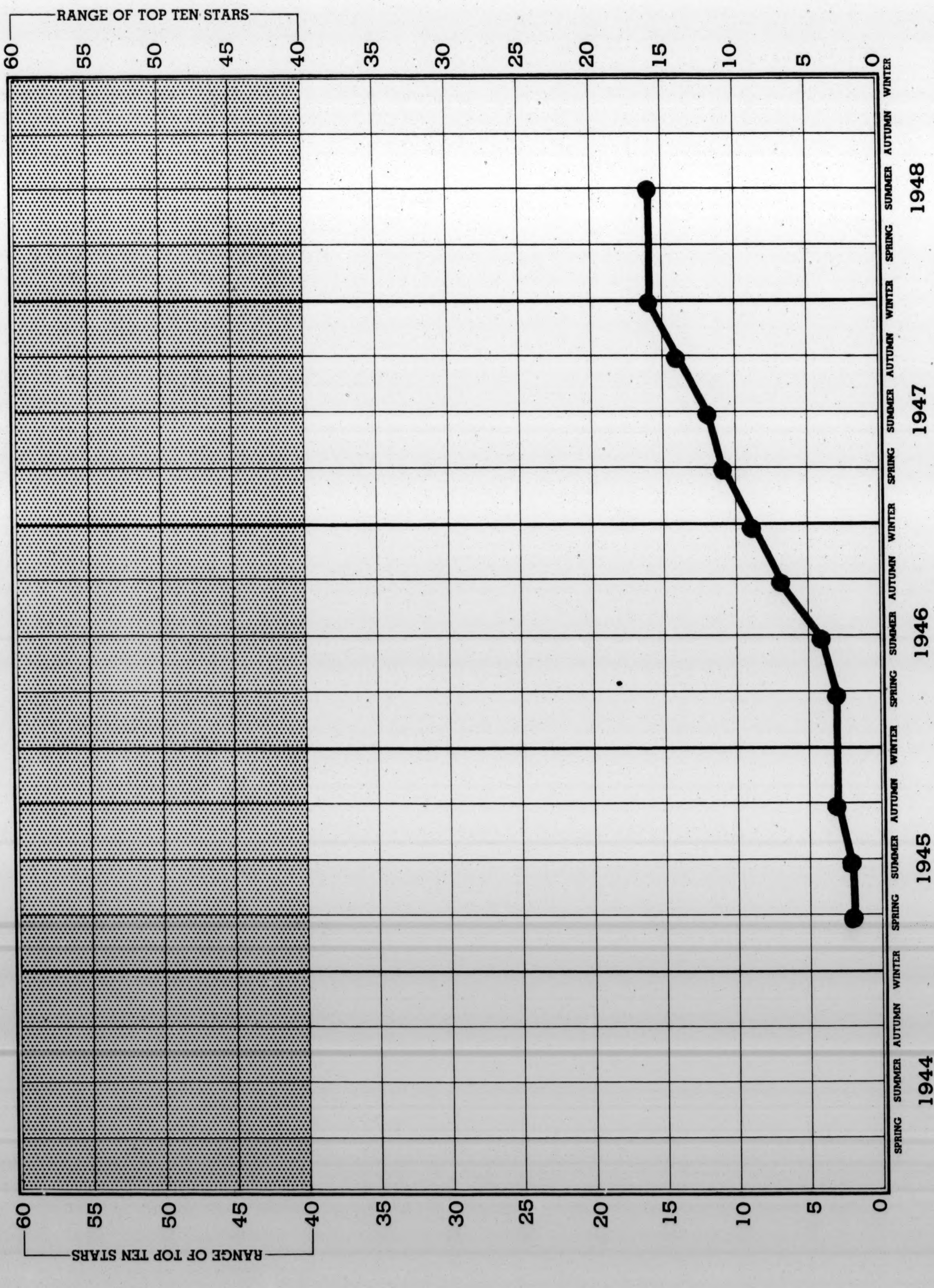
Virginia MAYO



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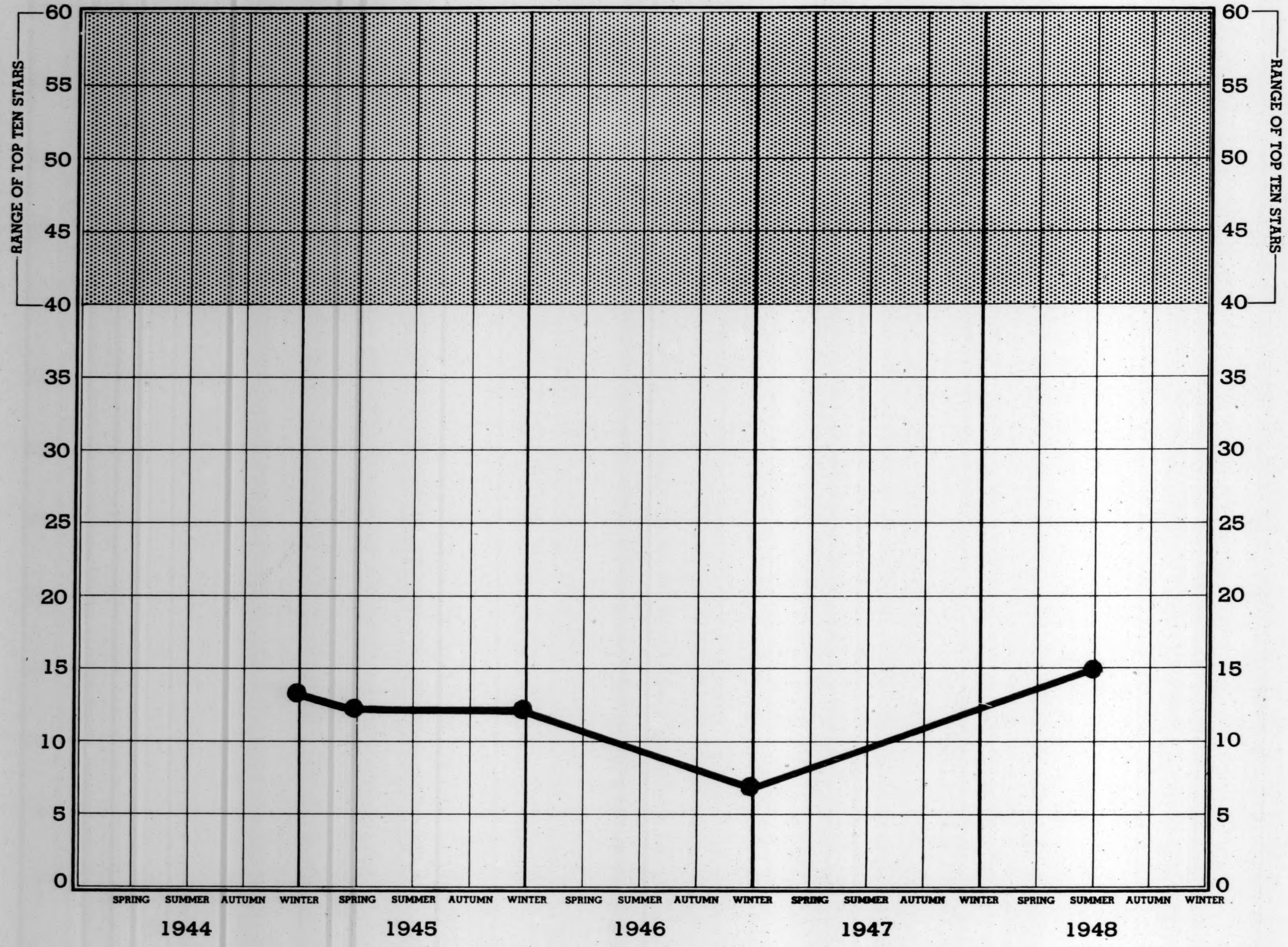

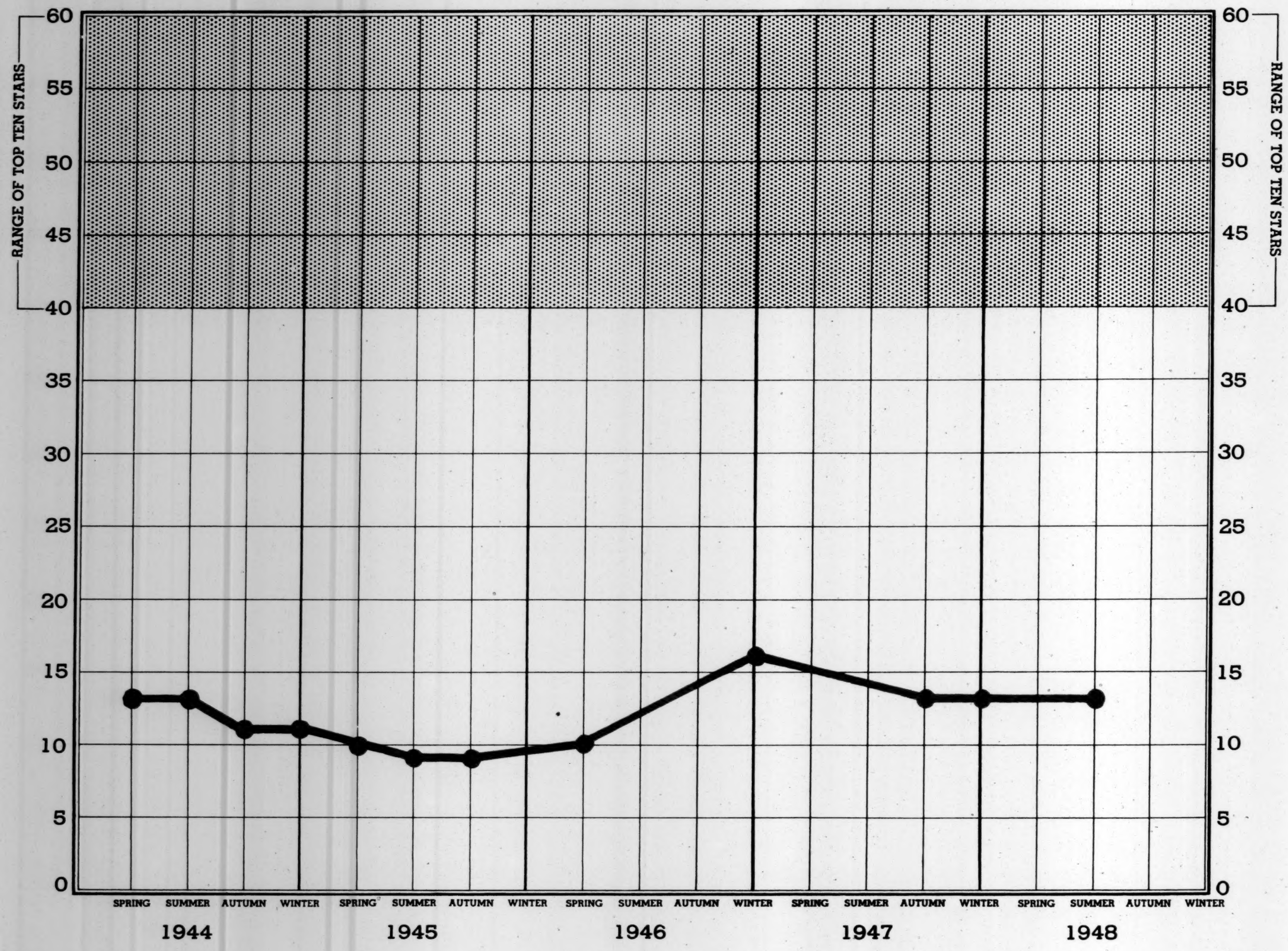
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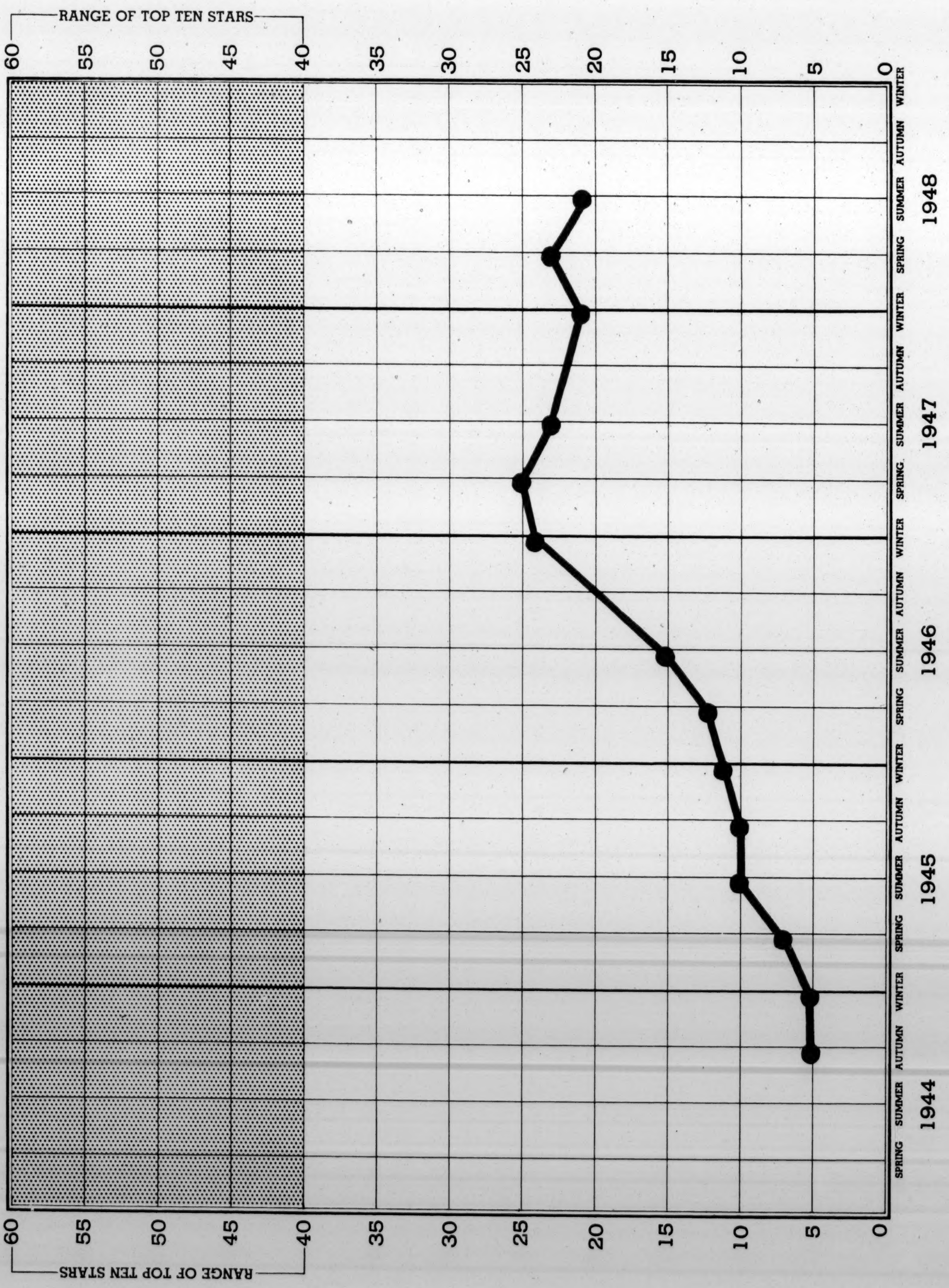
Dorothy MC GUIRE



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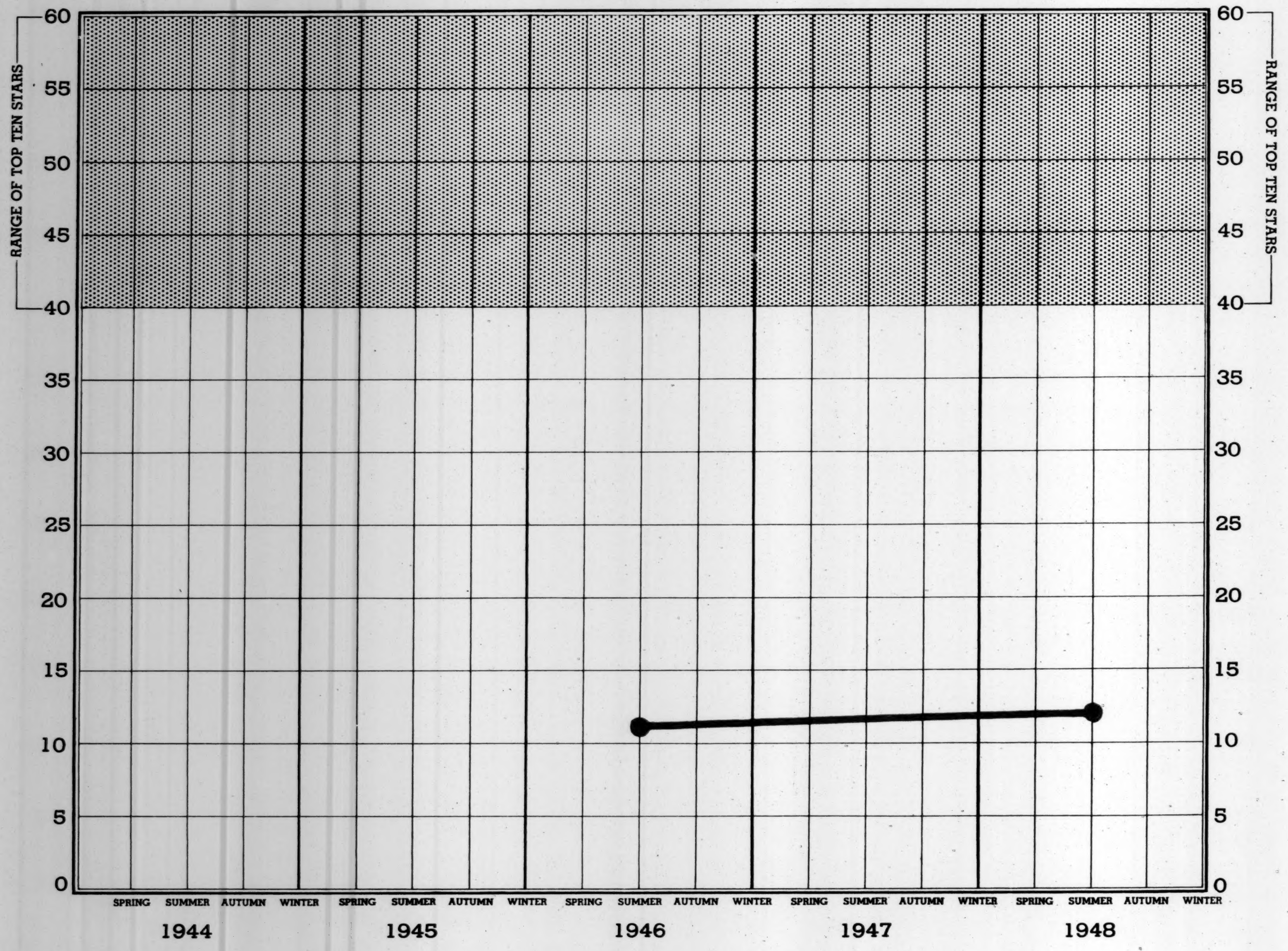
Lauritz MELCHIOR



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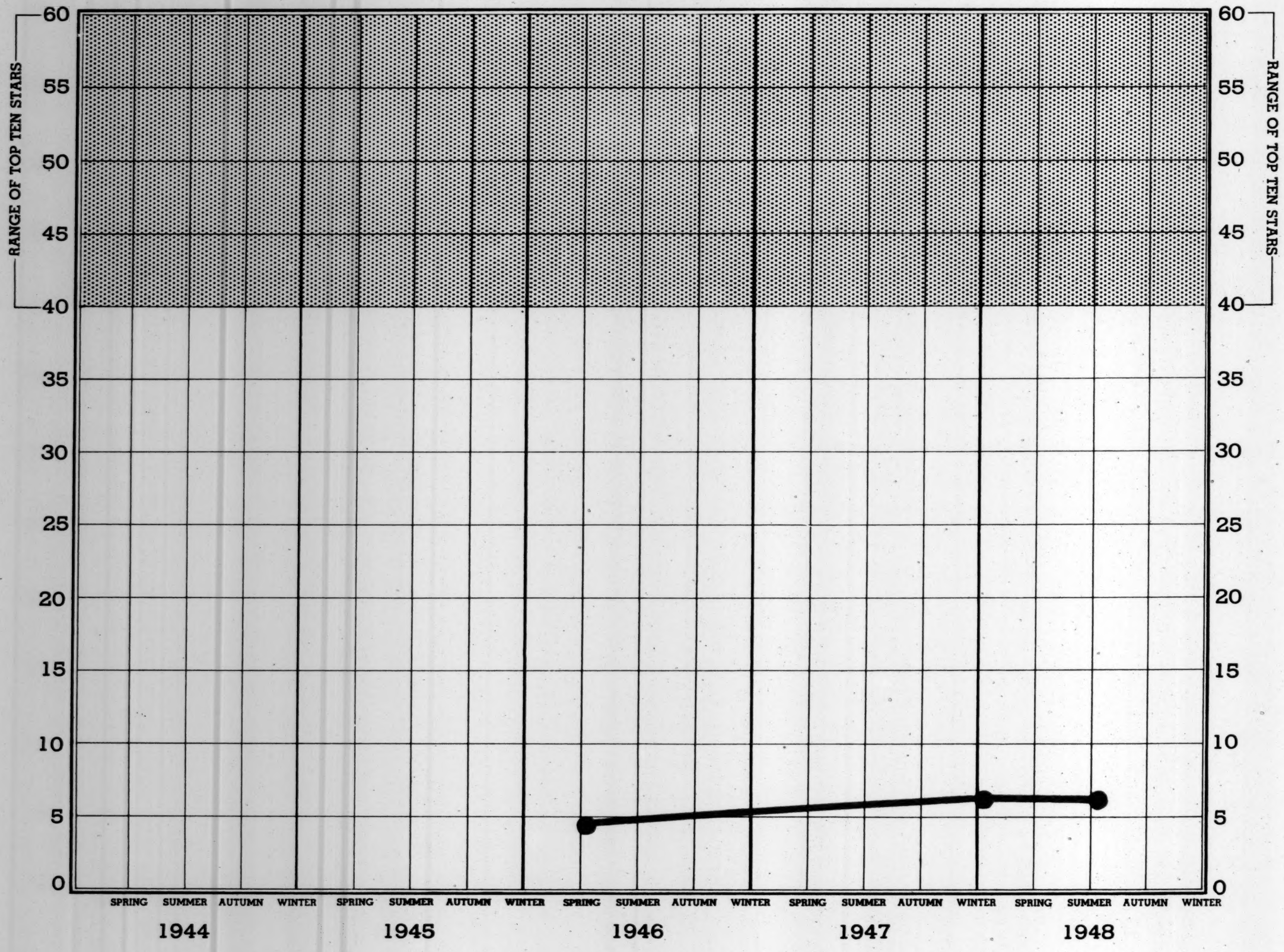

Burgess MEREDITH

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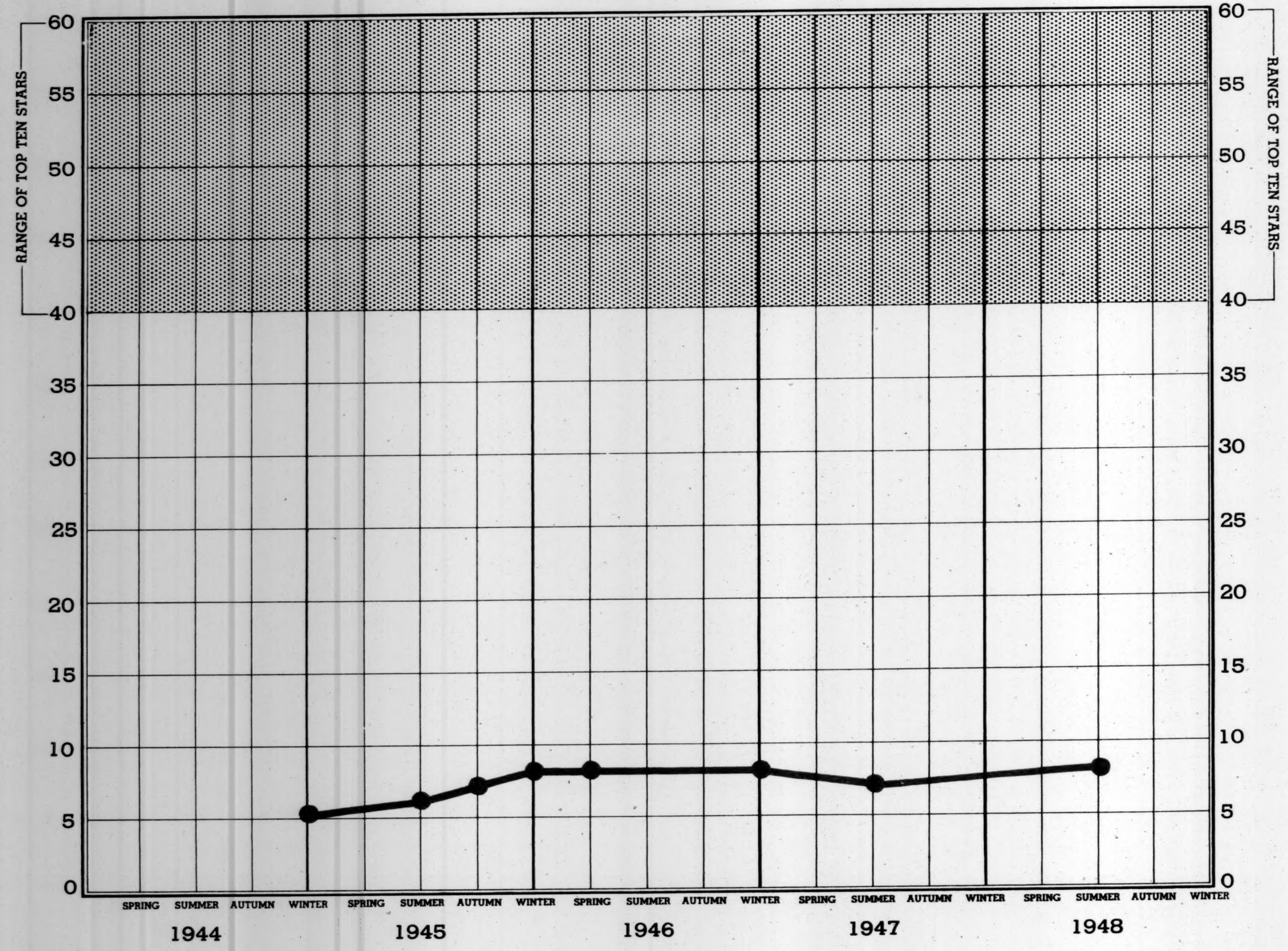

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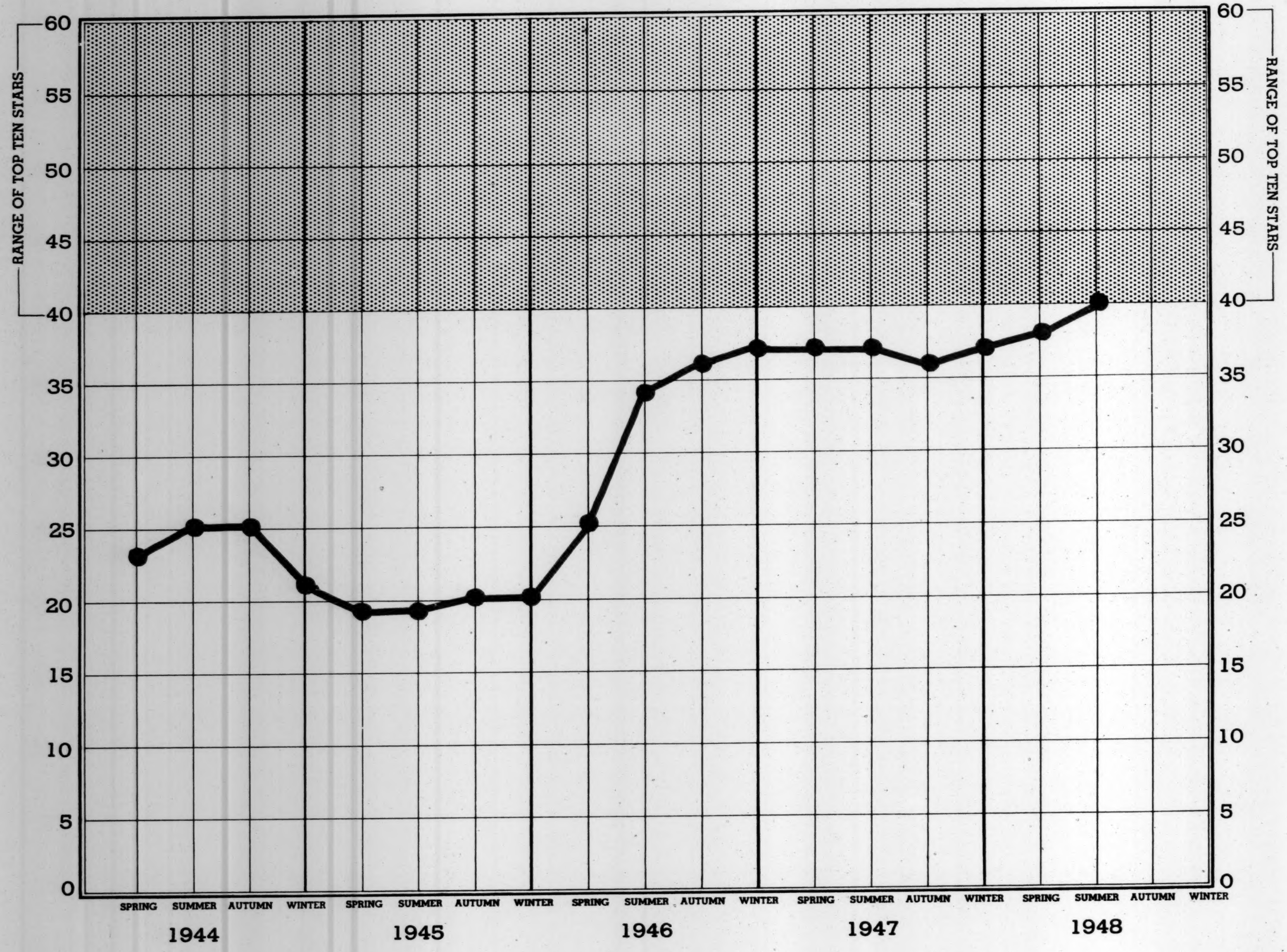
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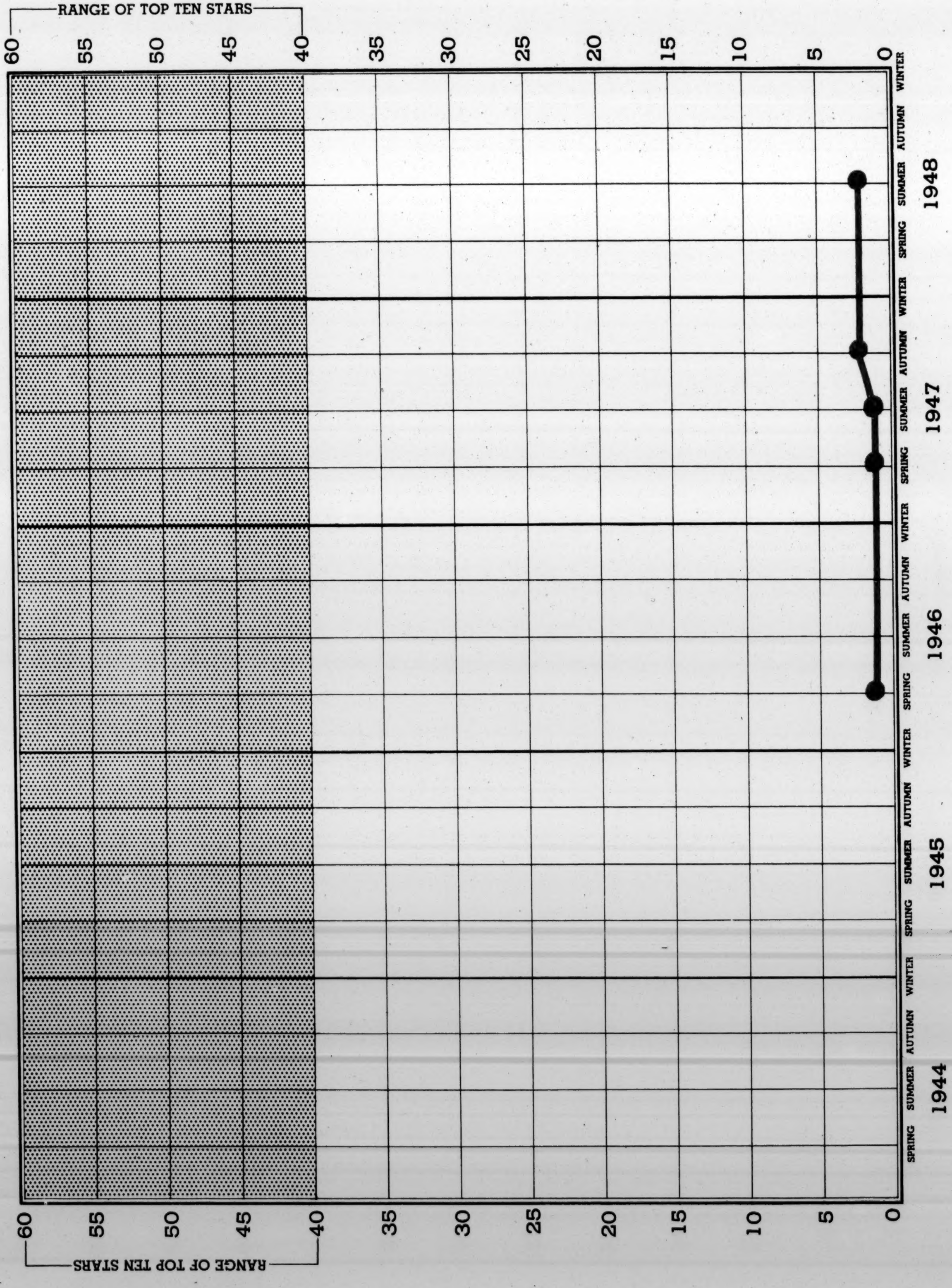
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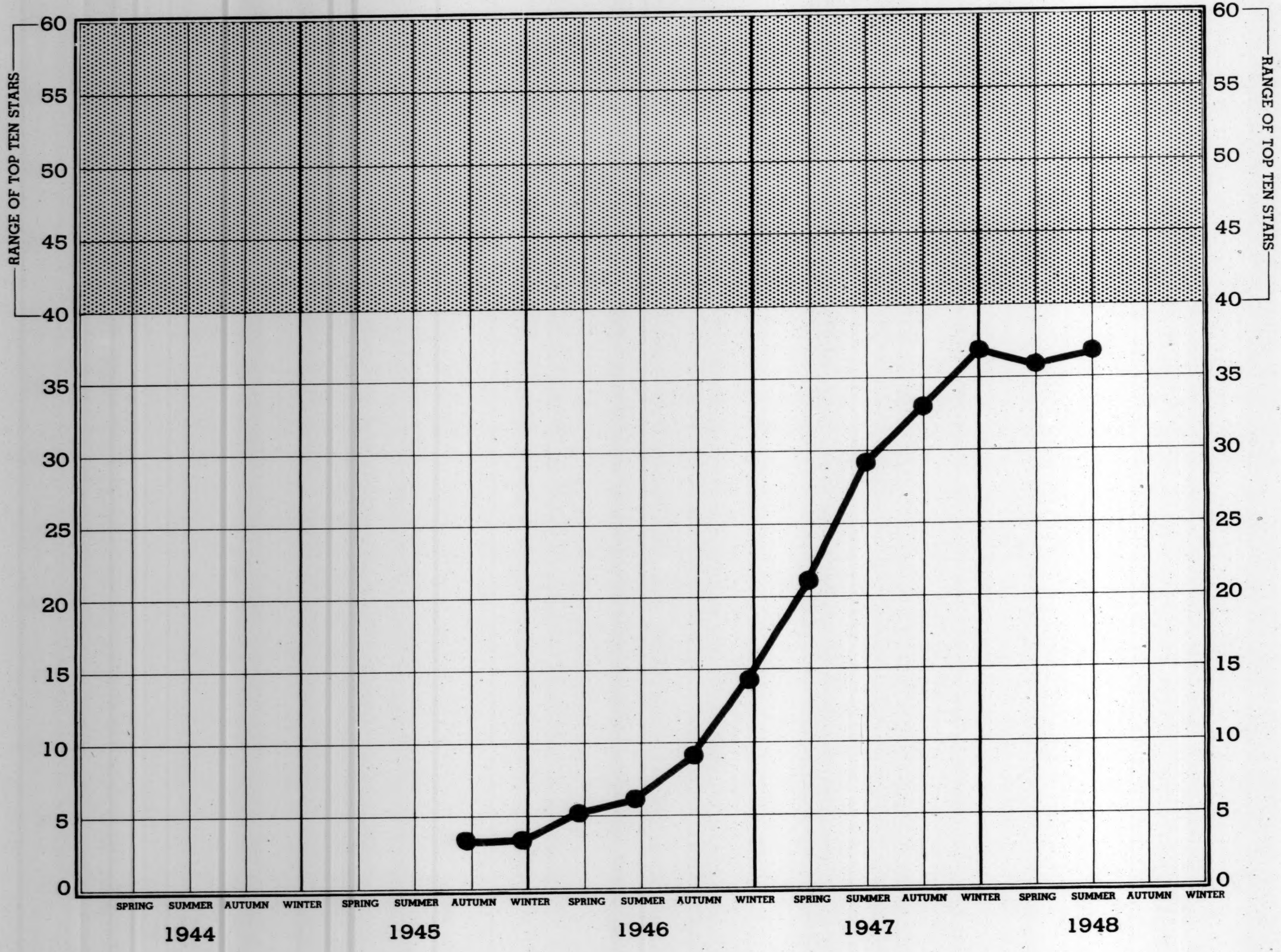

Robert MITCHUM

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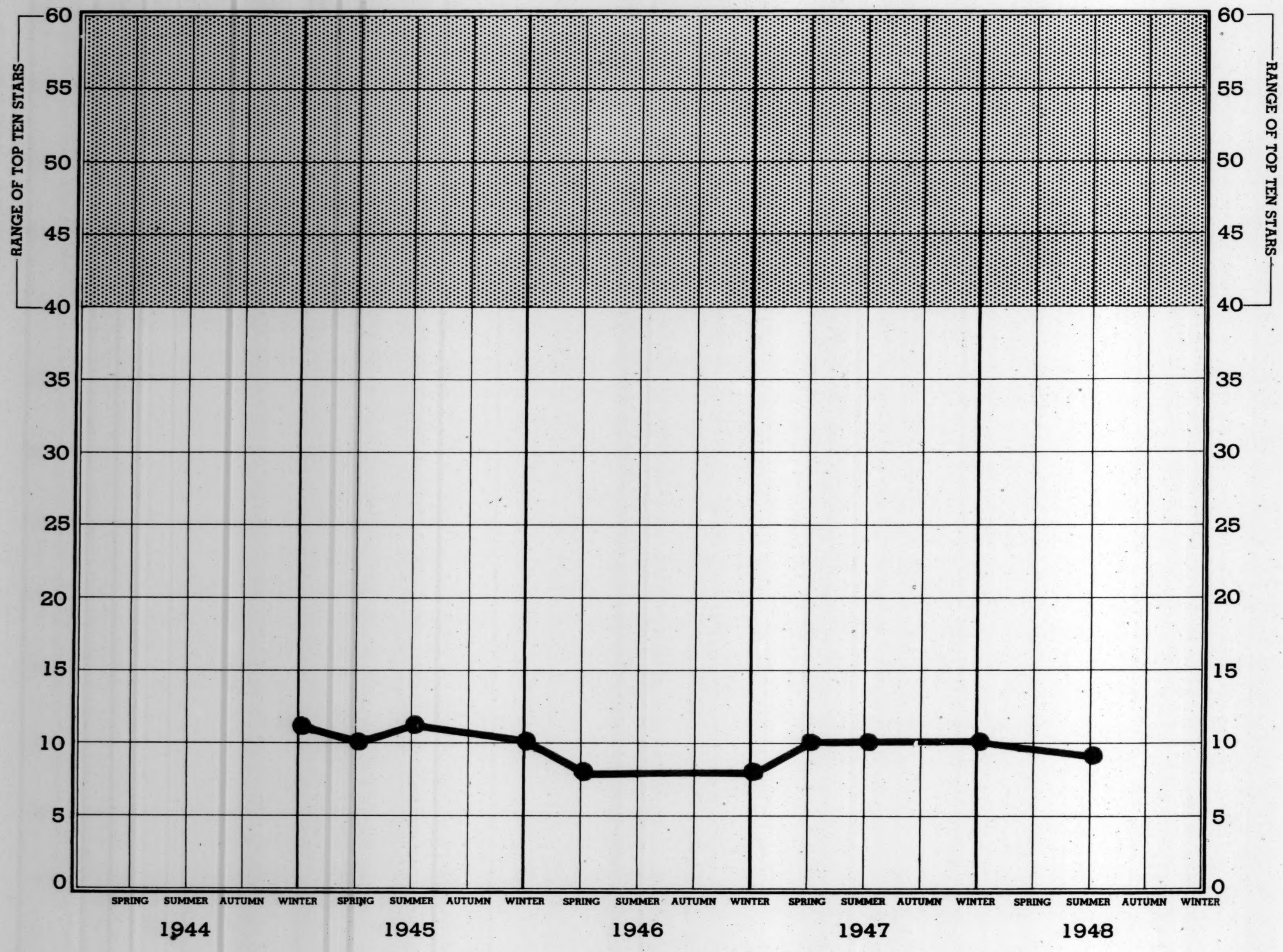

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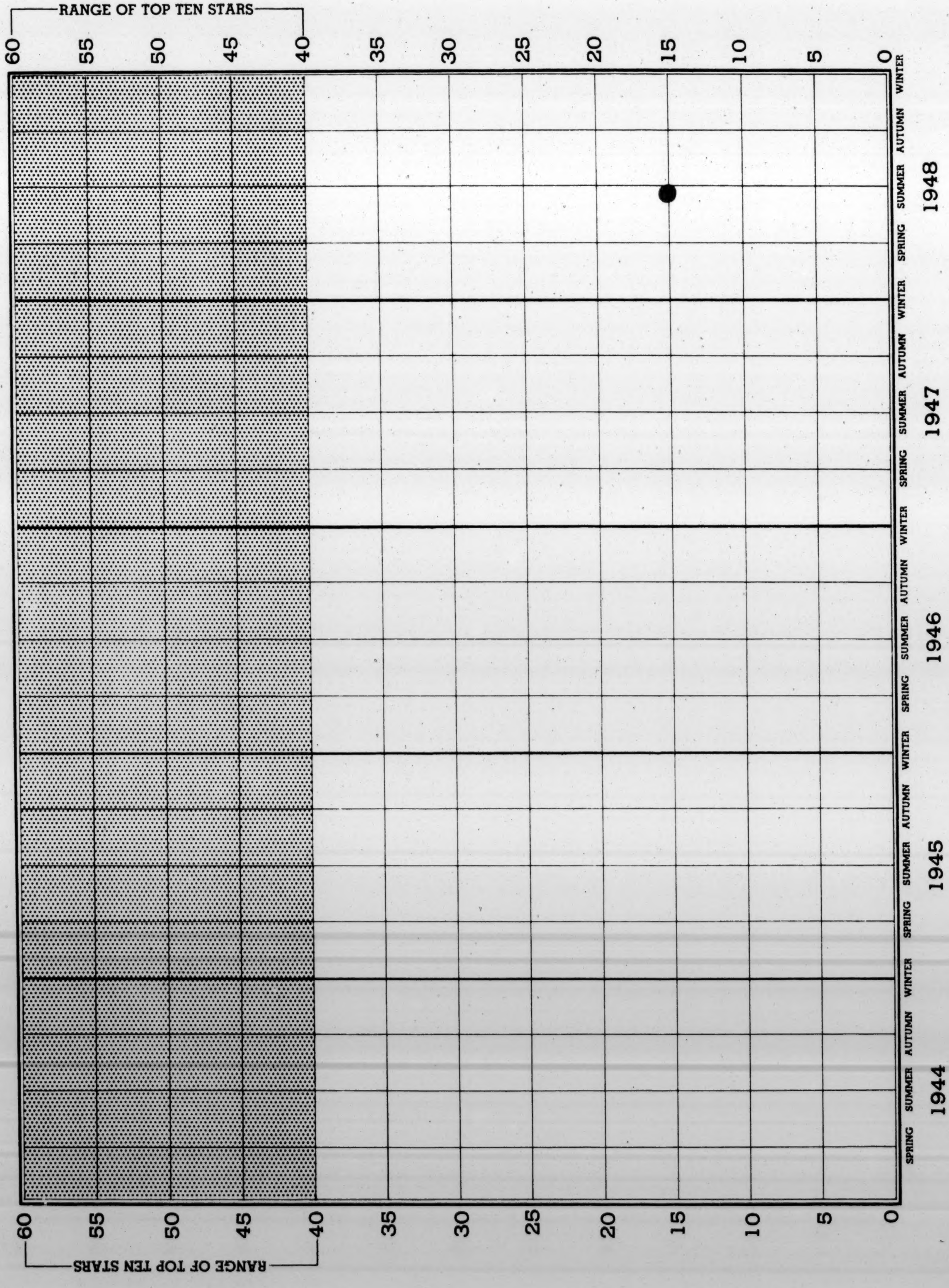
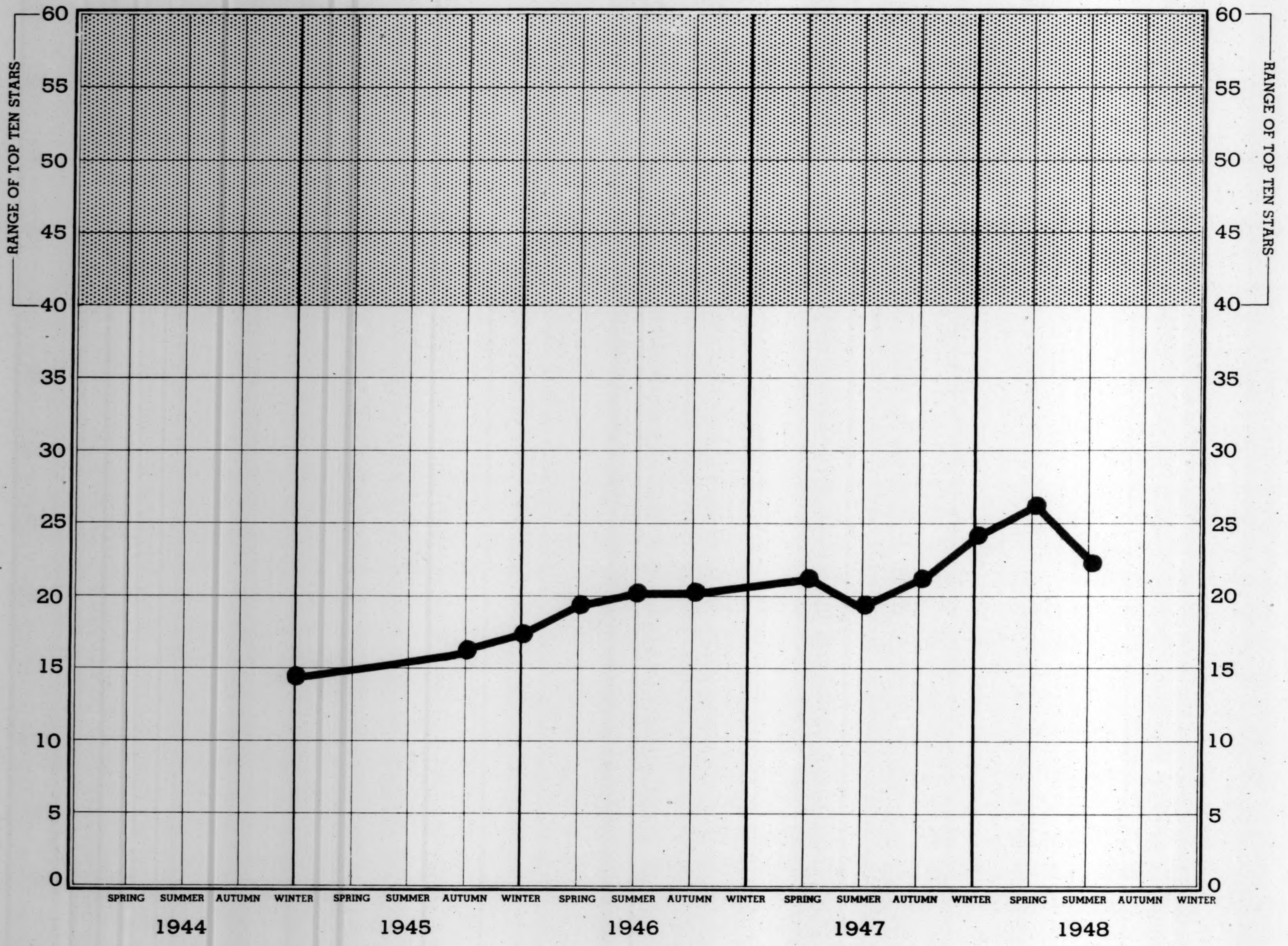
George MONTGOMERY





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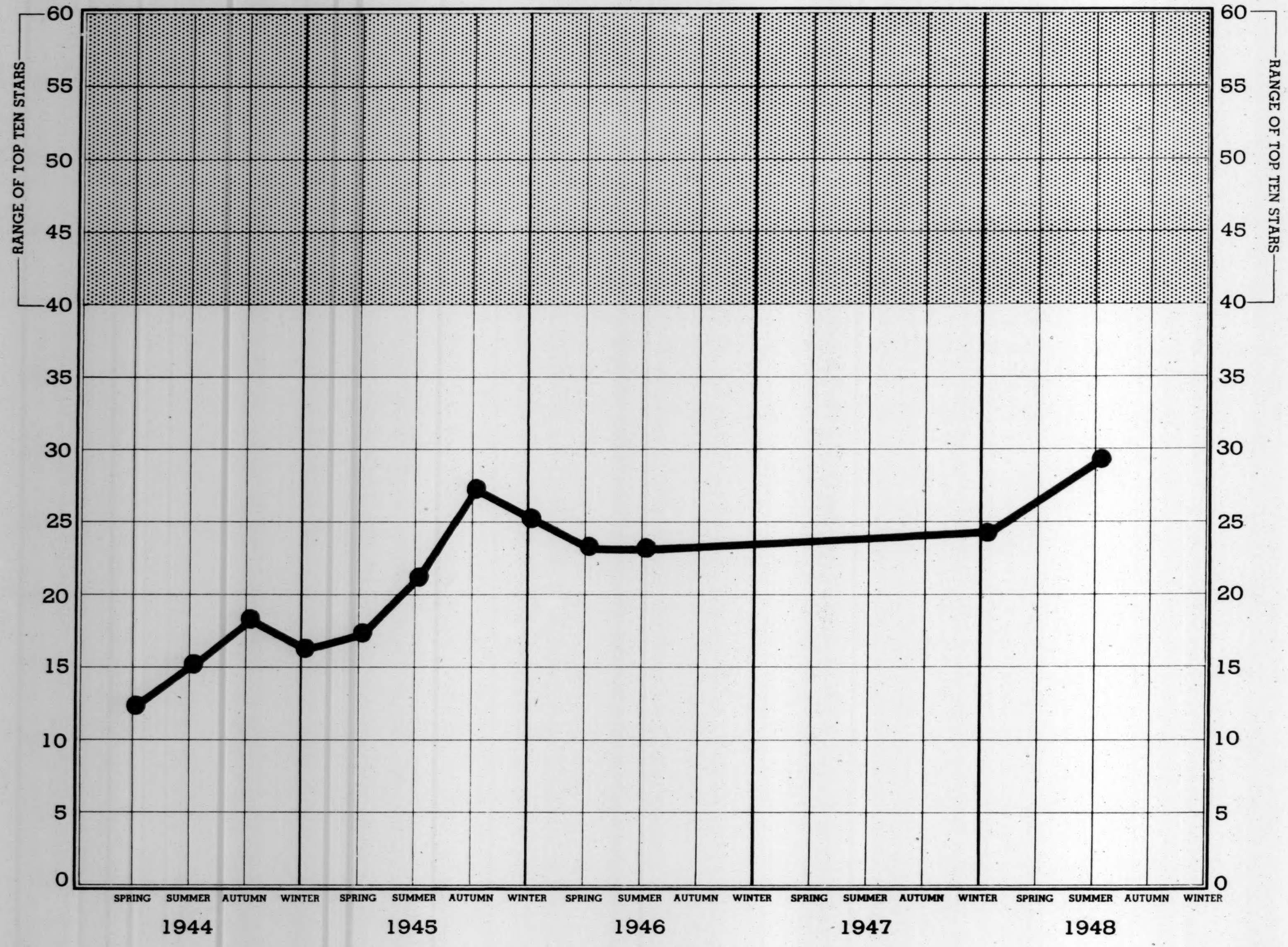

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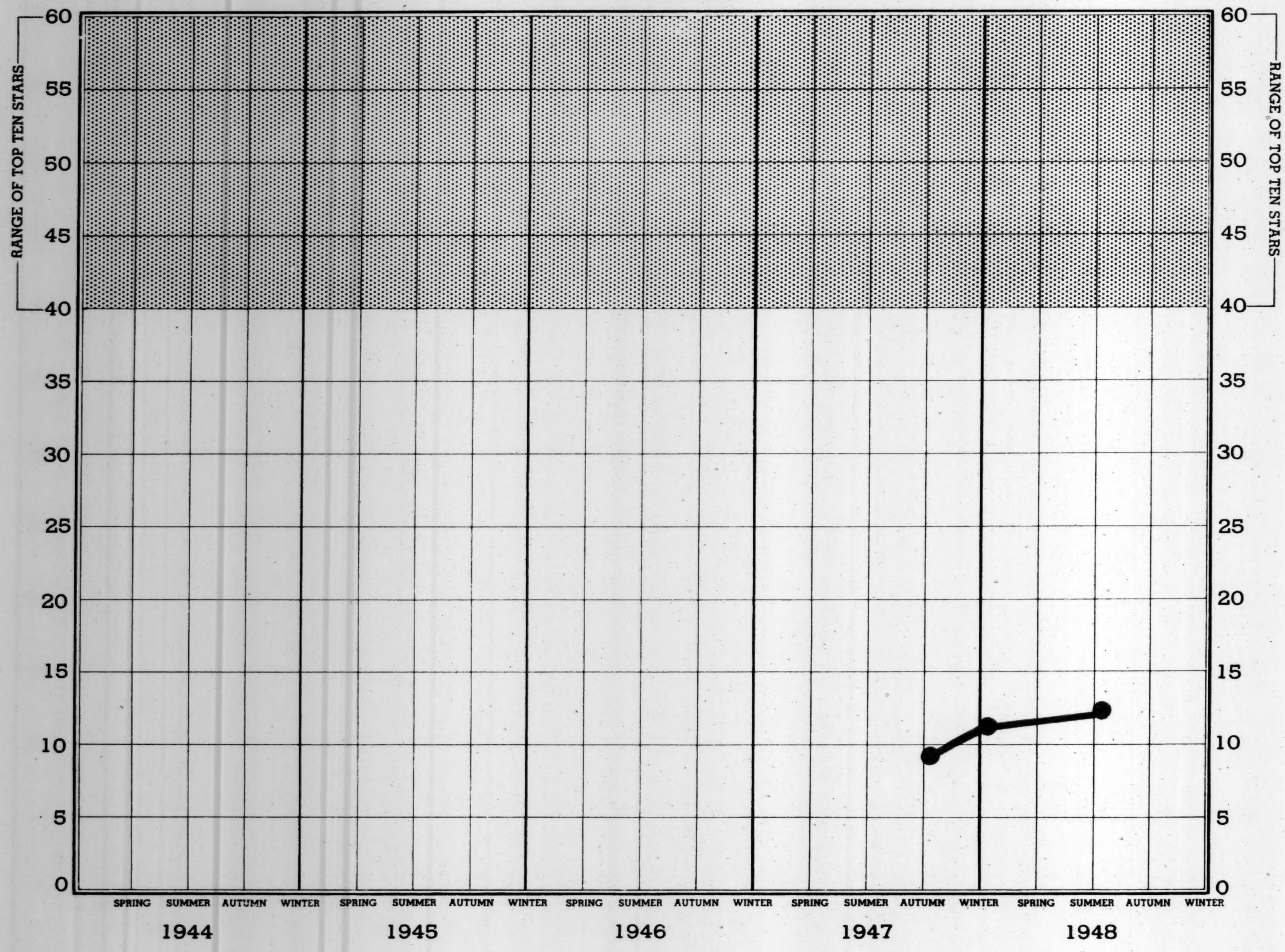

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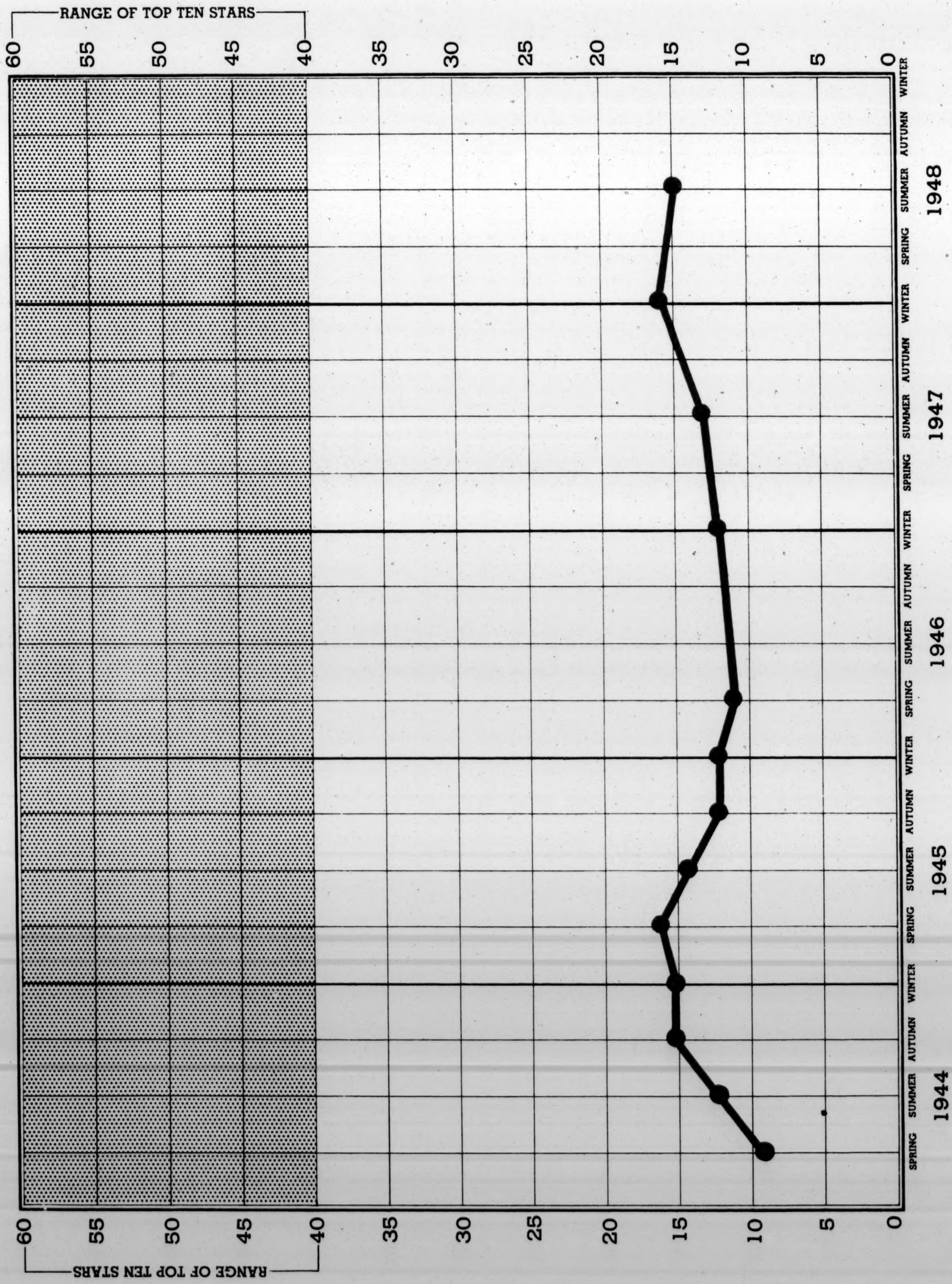

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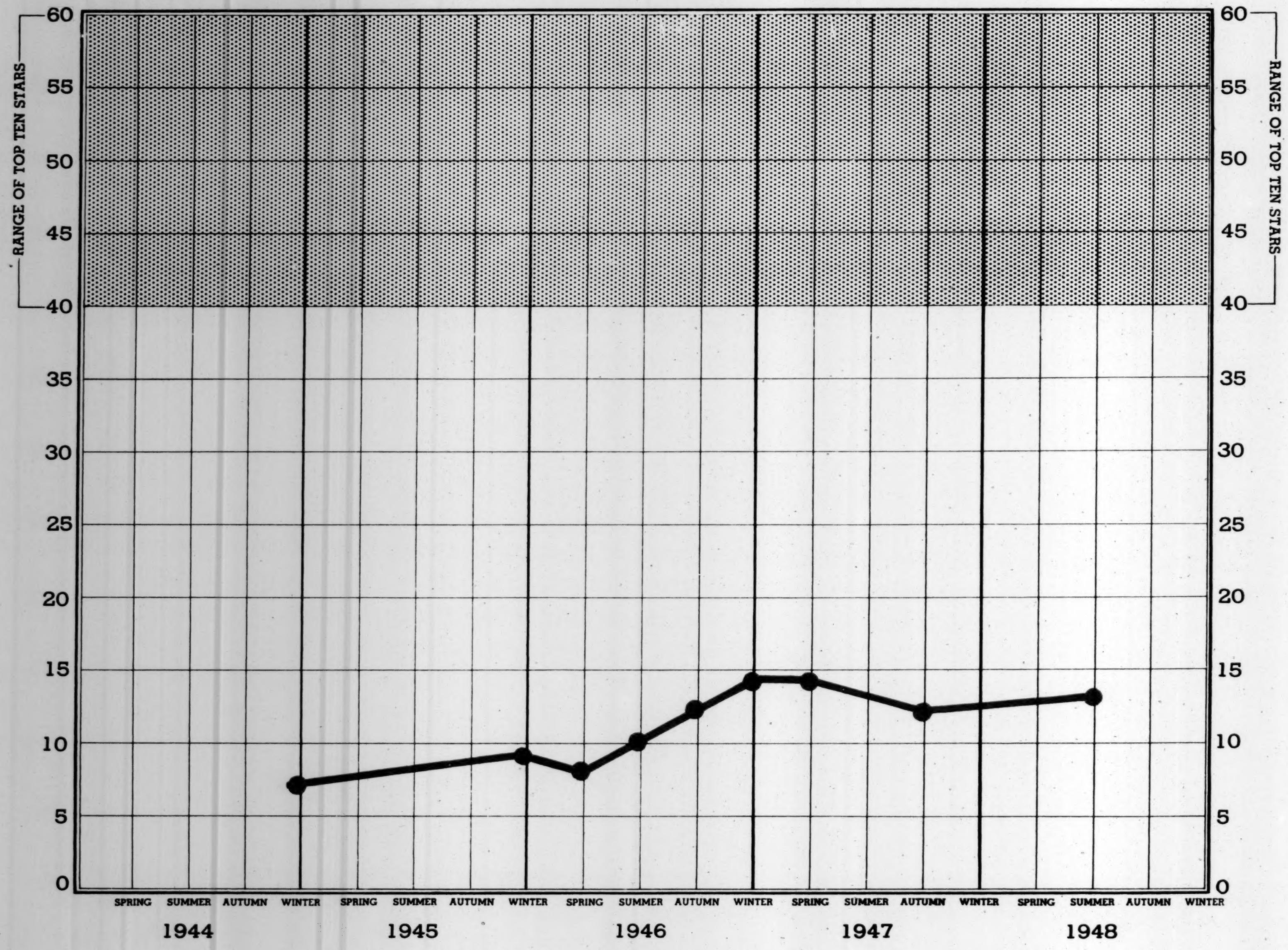
Sir Laurence OLIVIER



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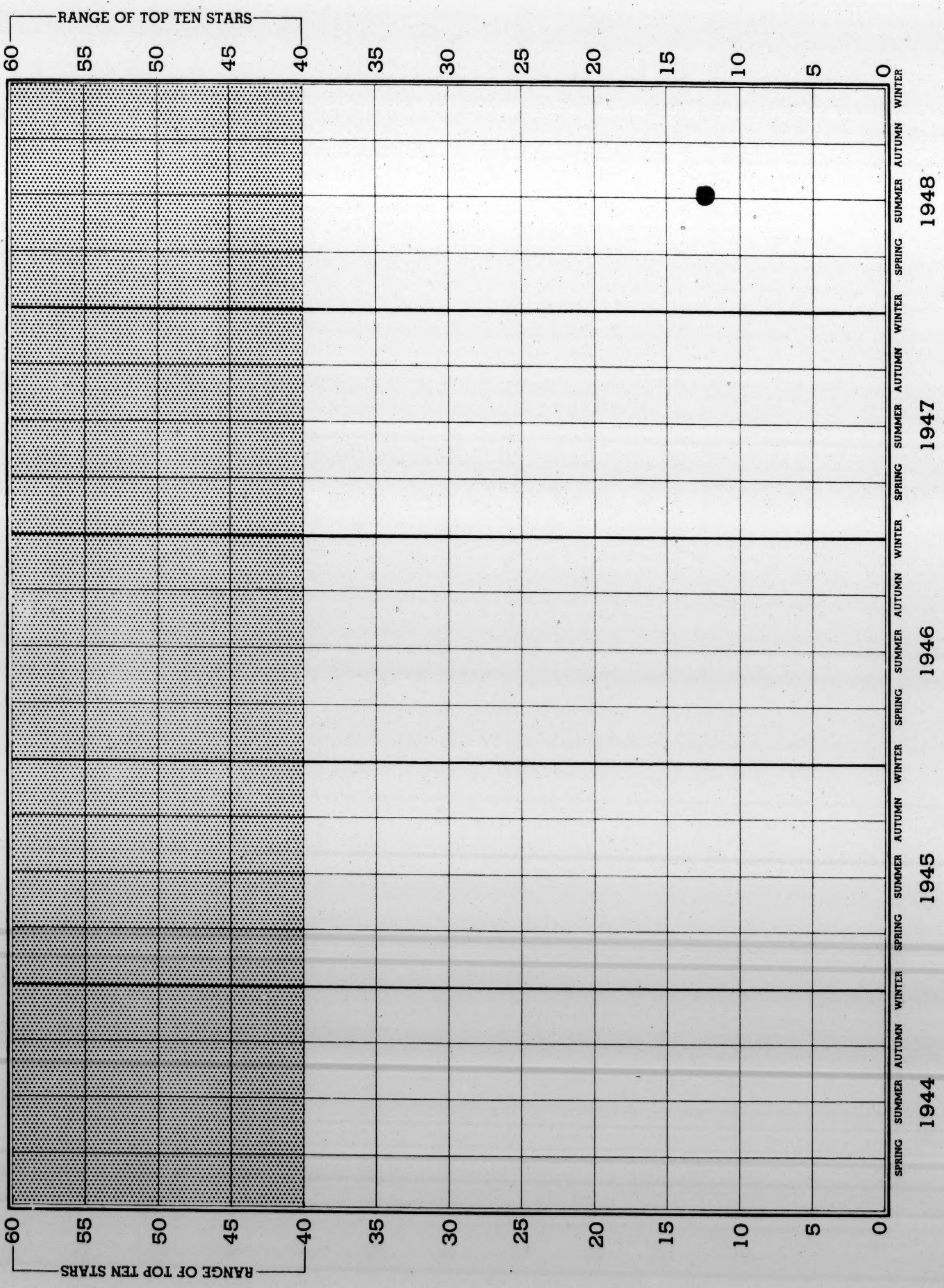

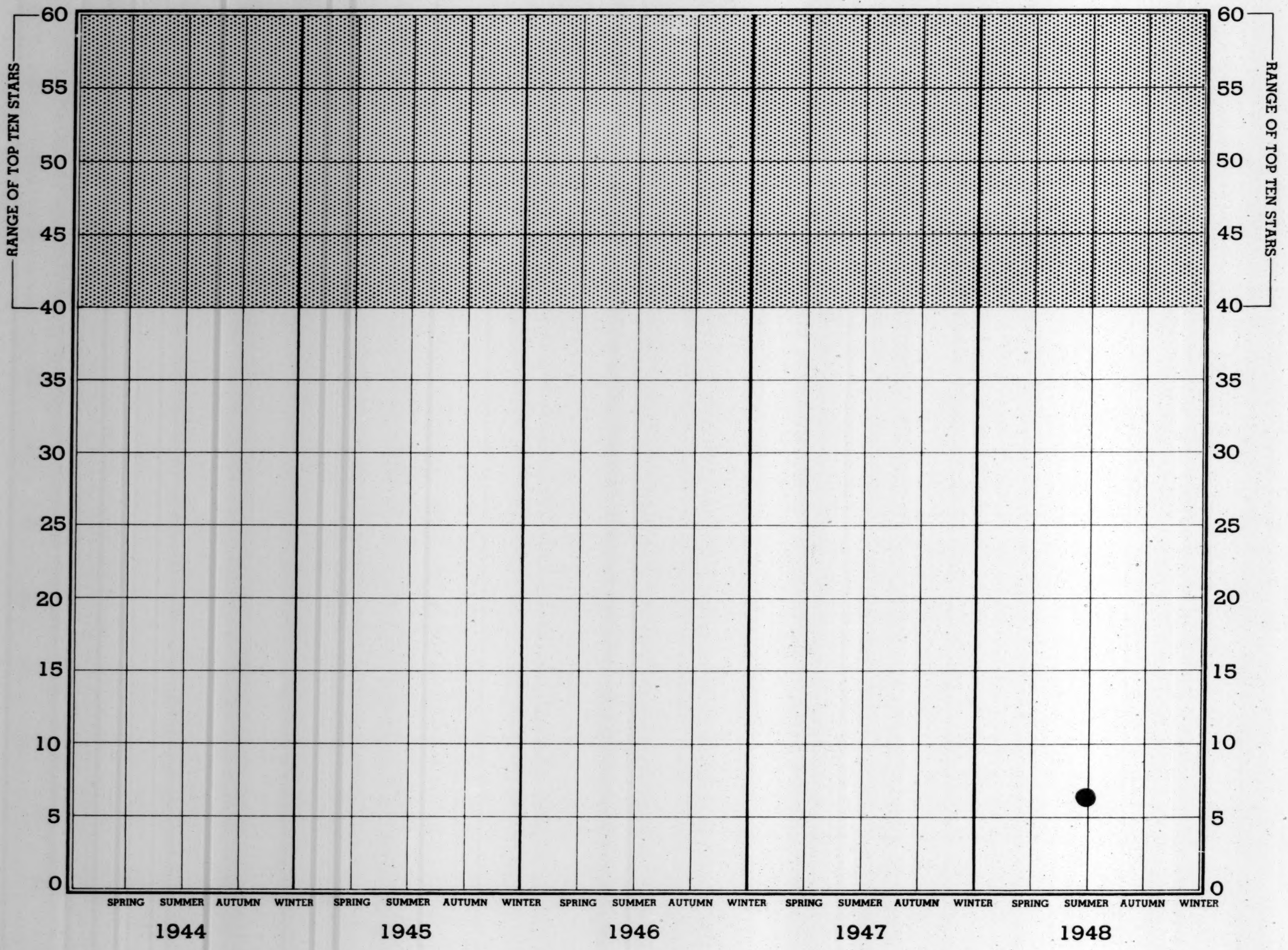

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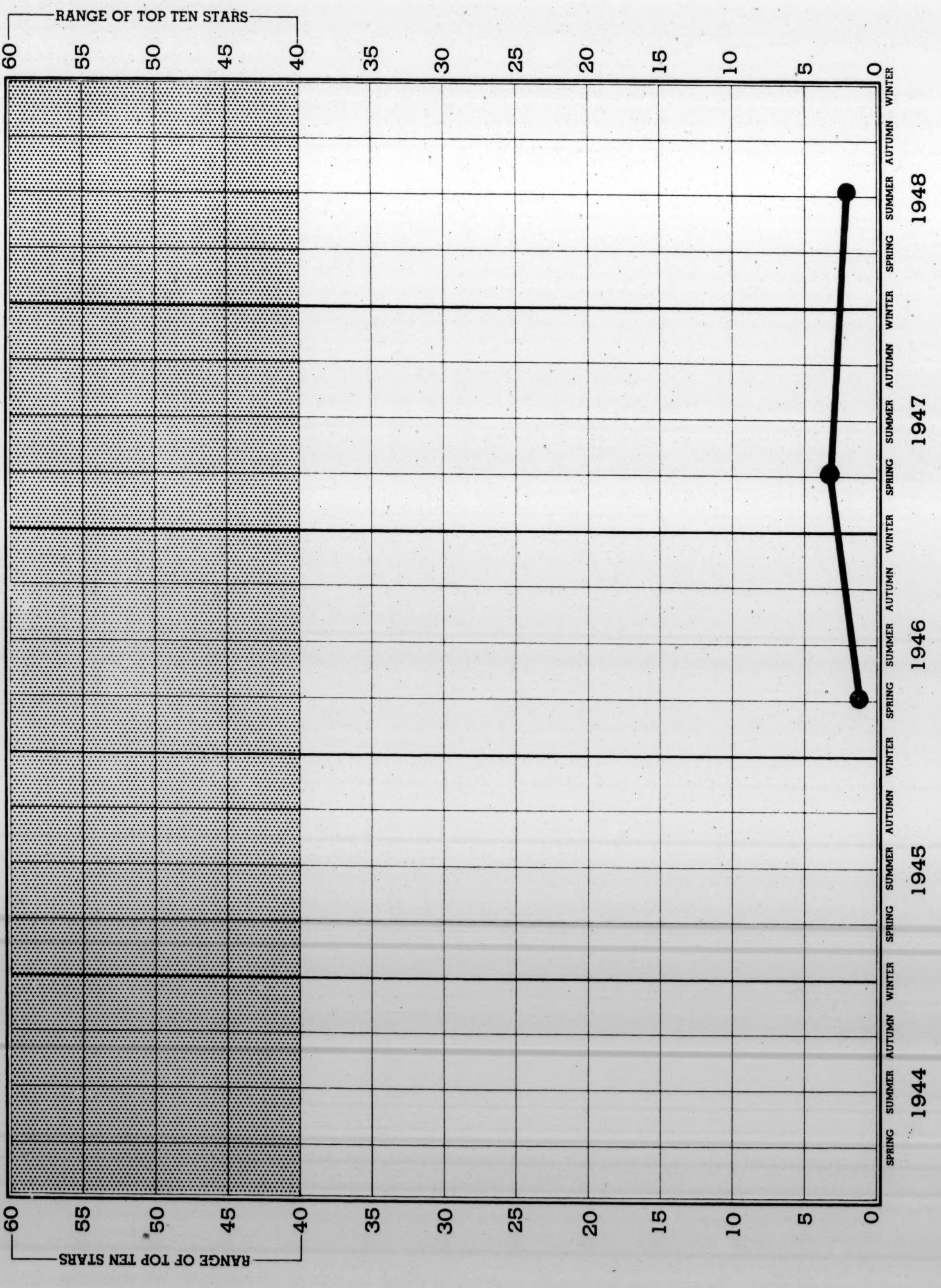

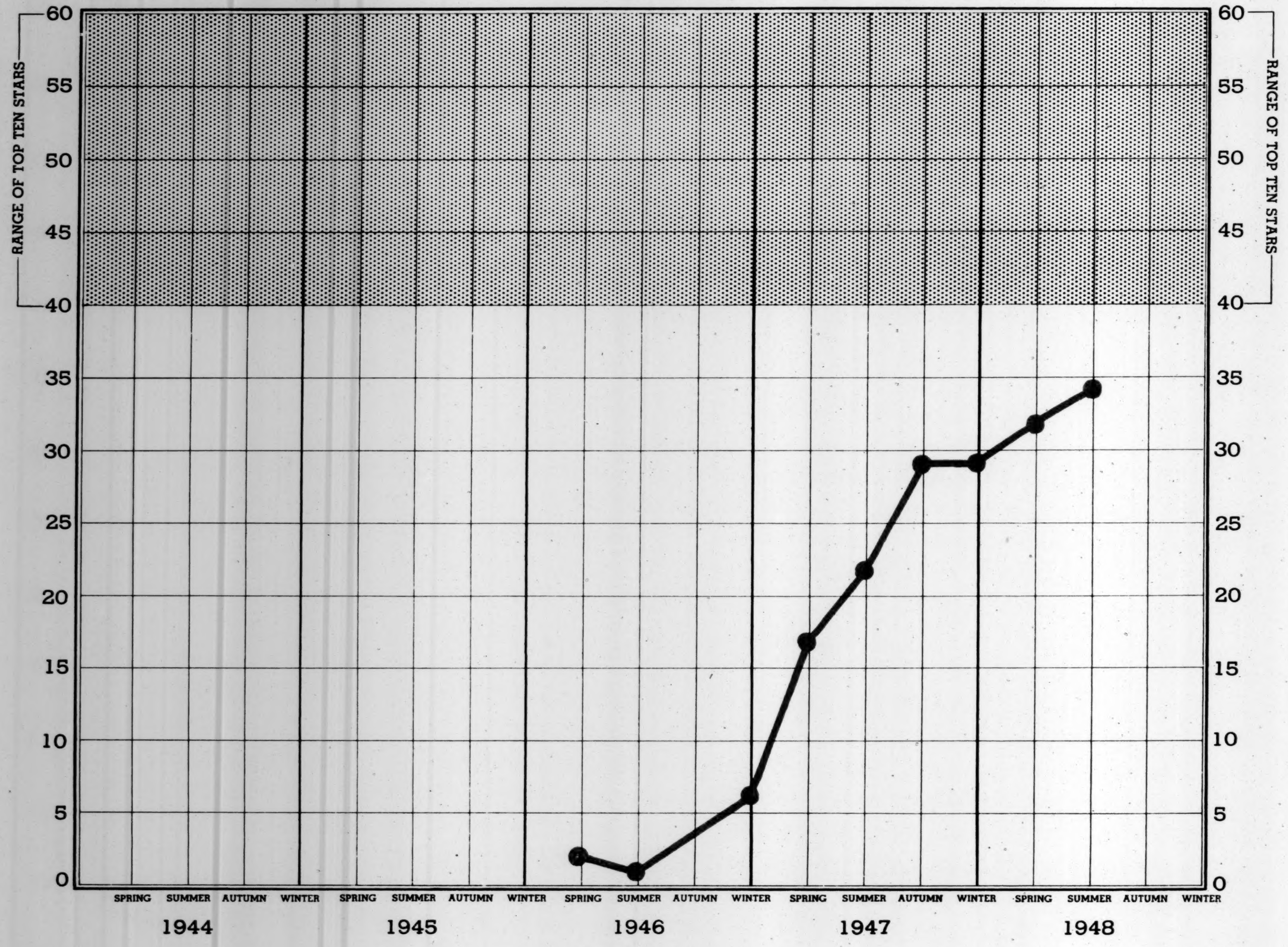
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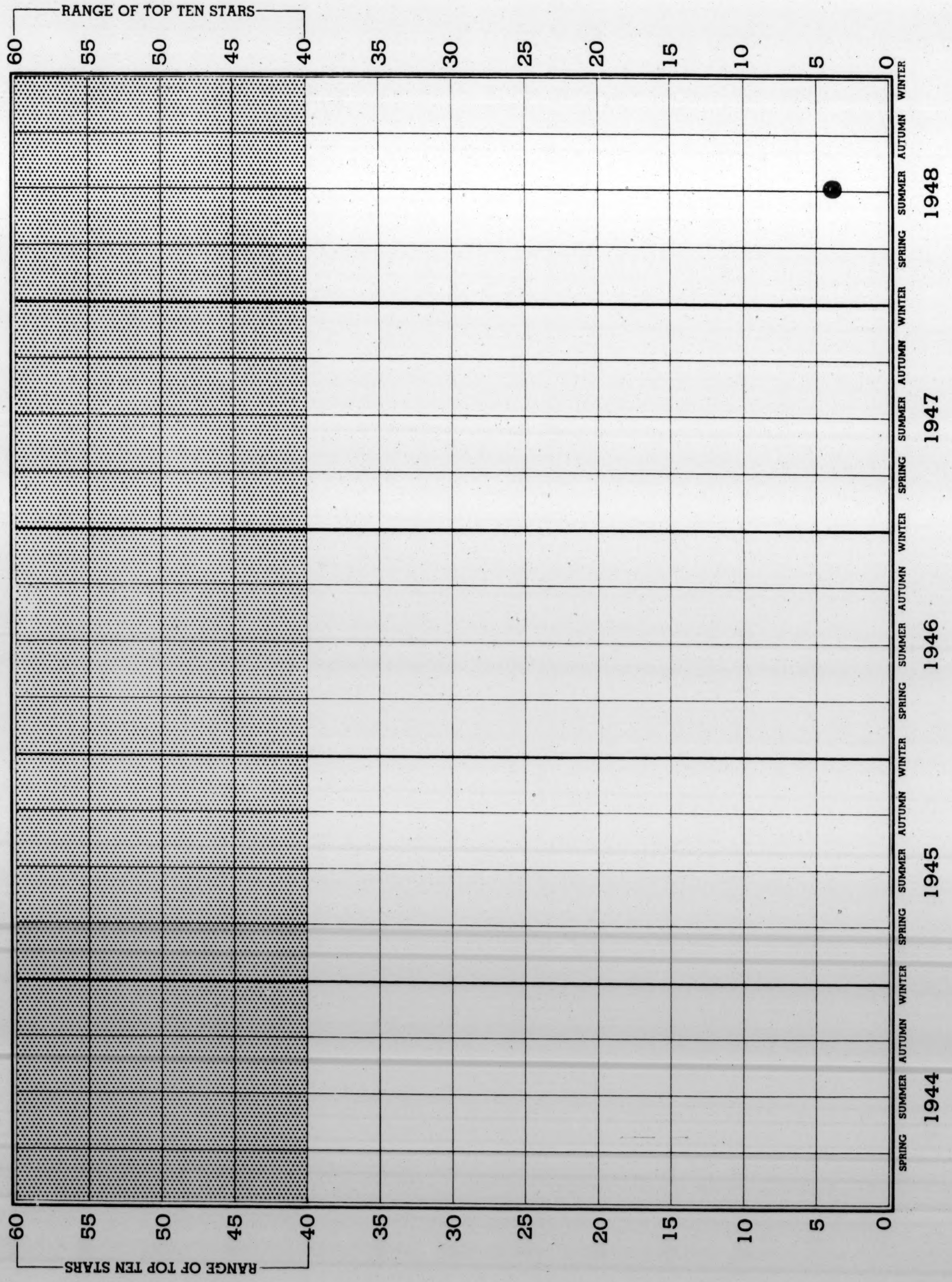

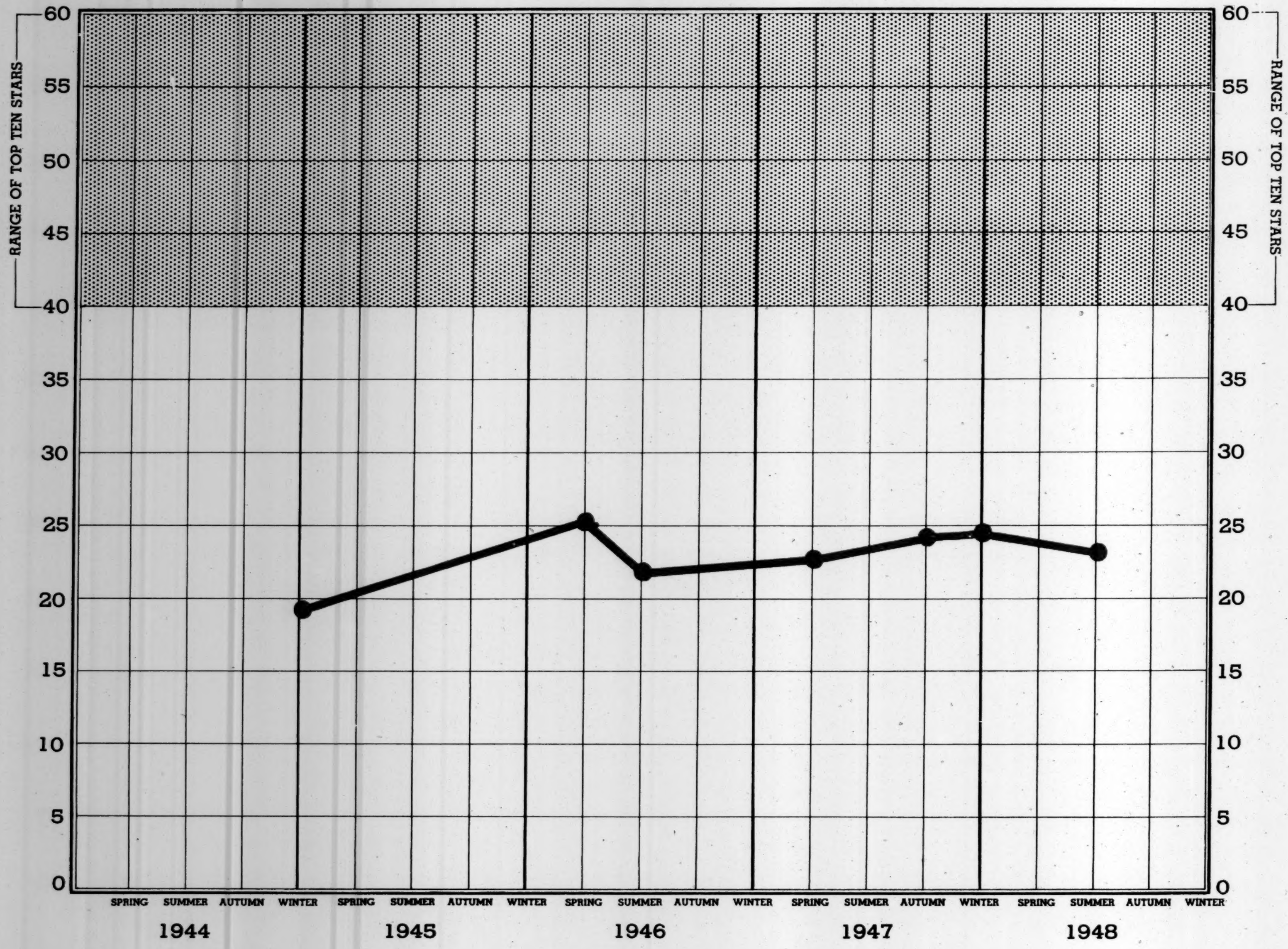
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John PAYNE

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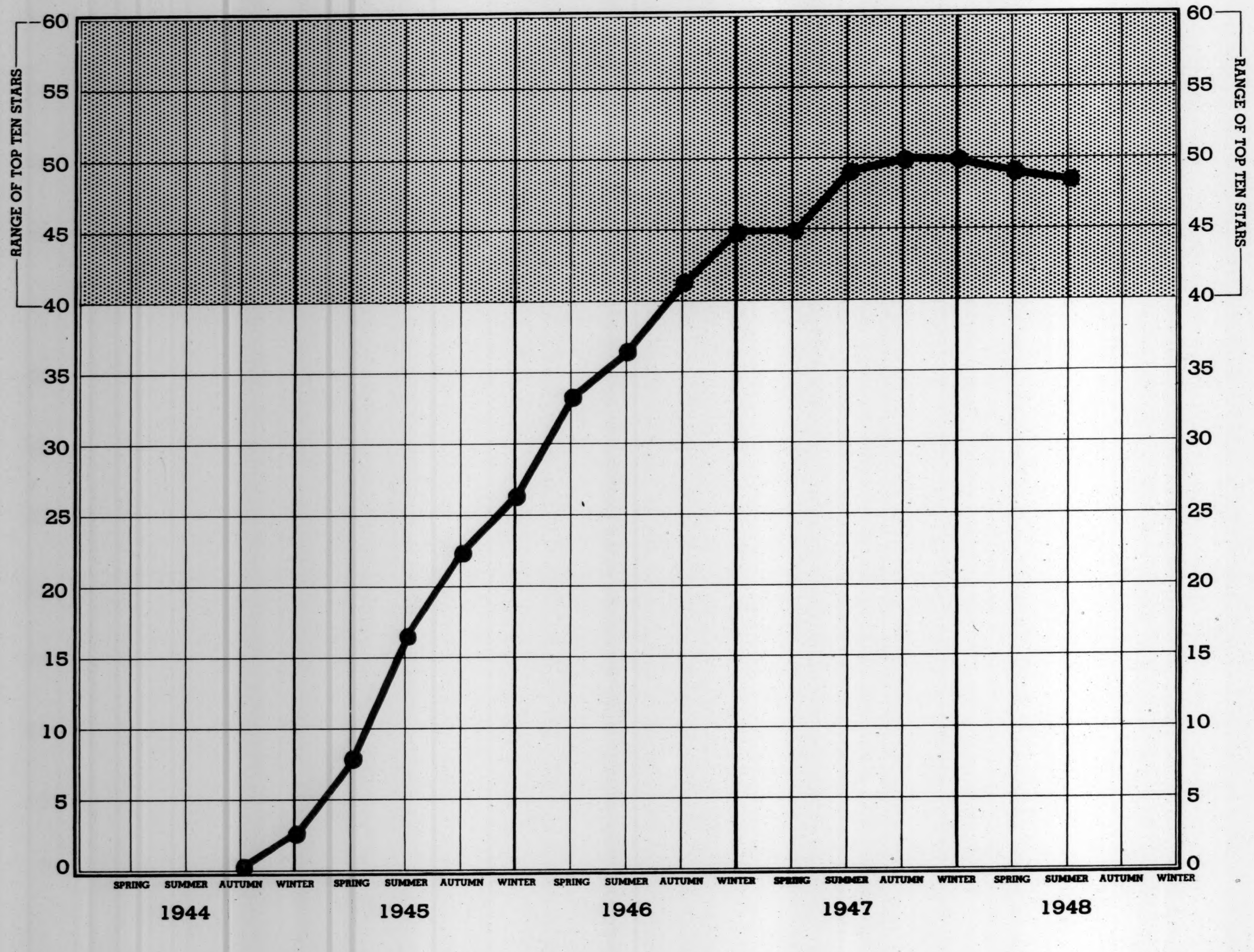

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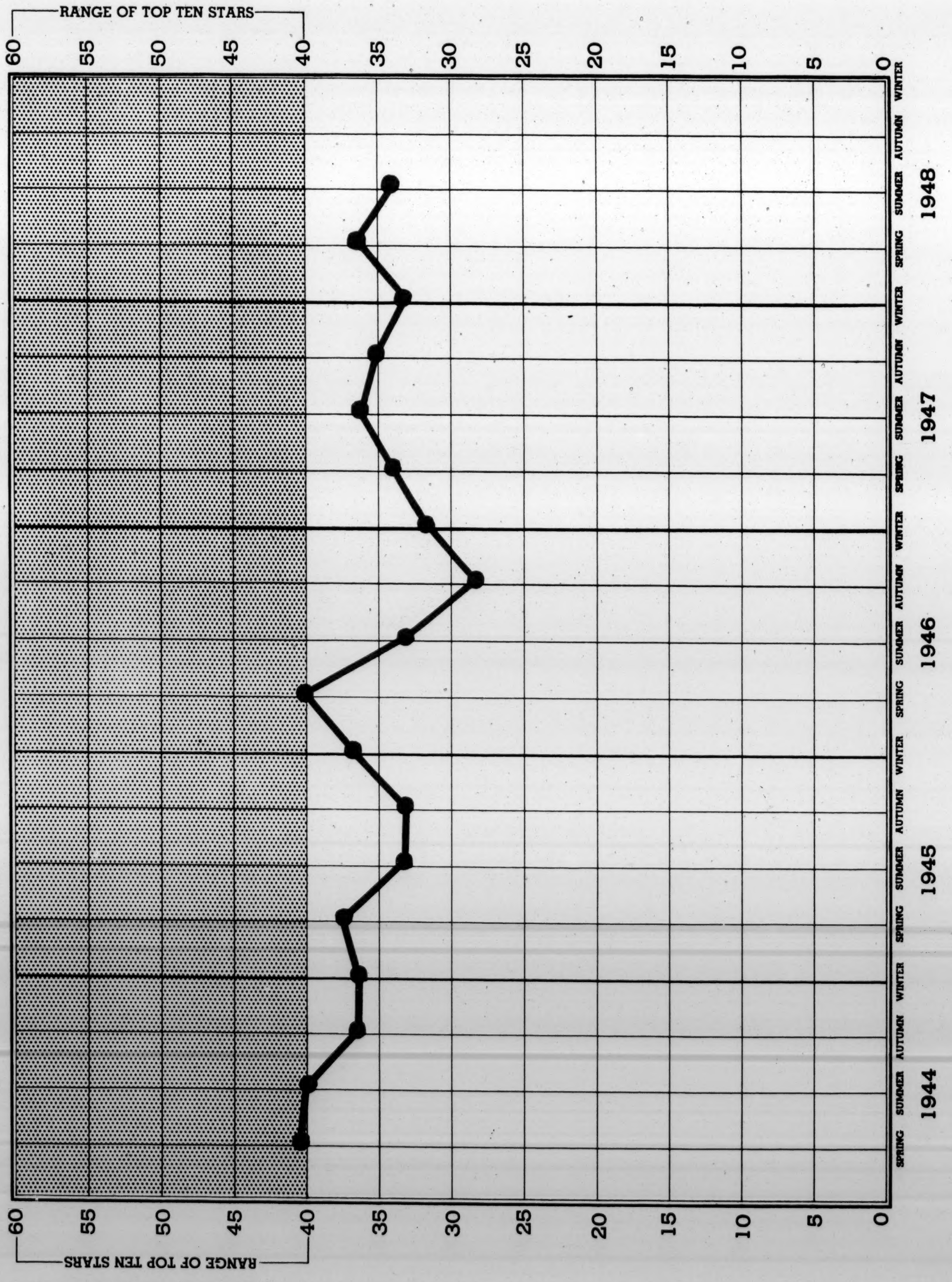

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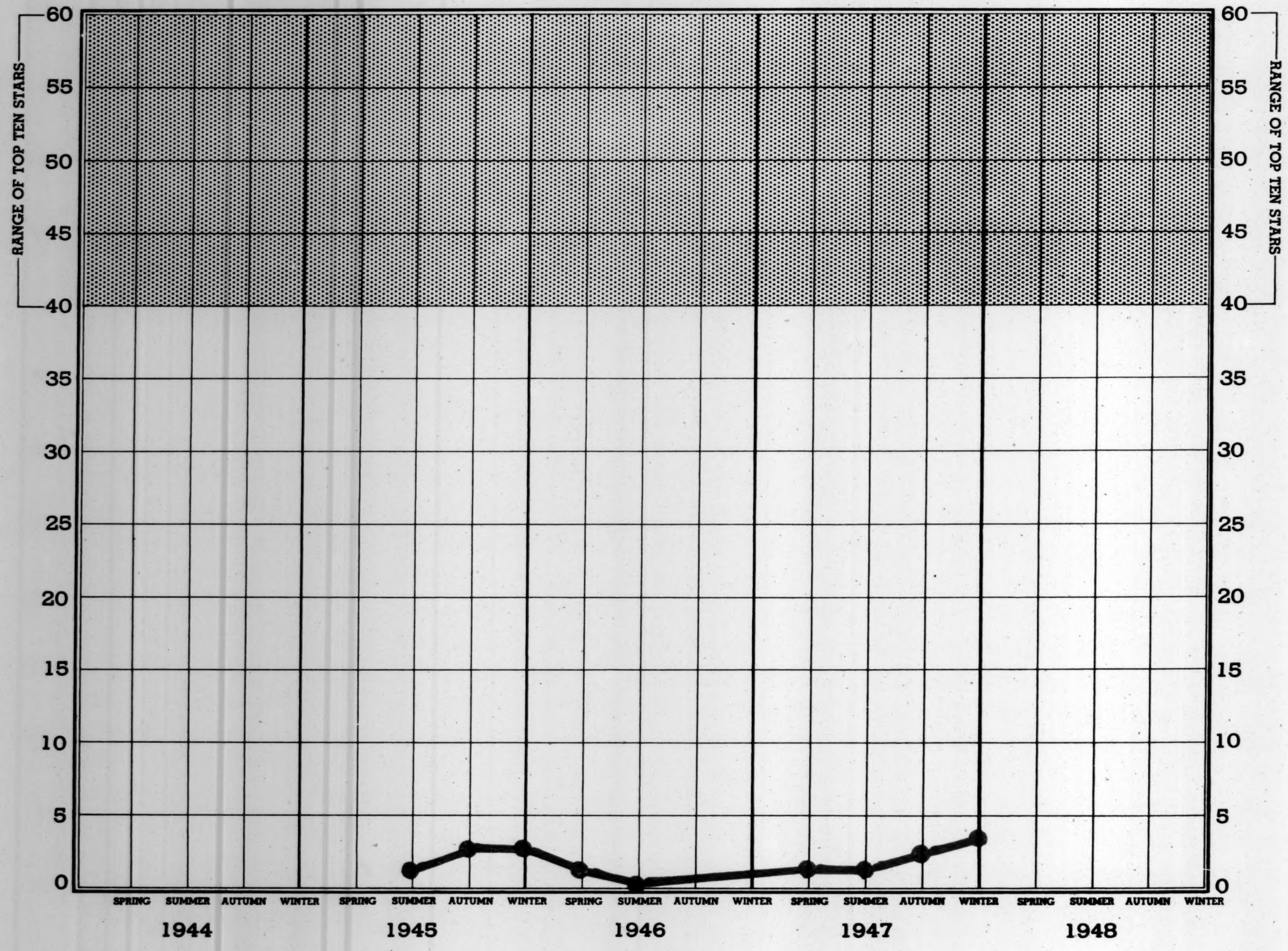
Marc PLATT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Jane POWELL

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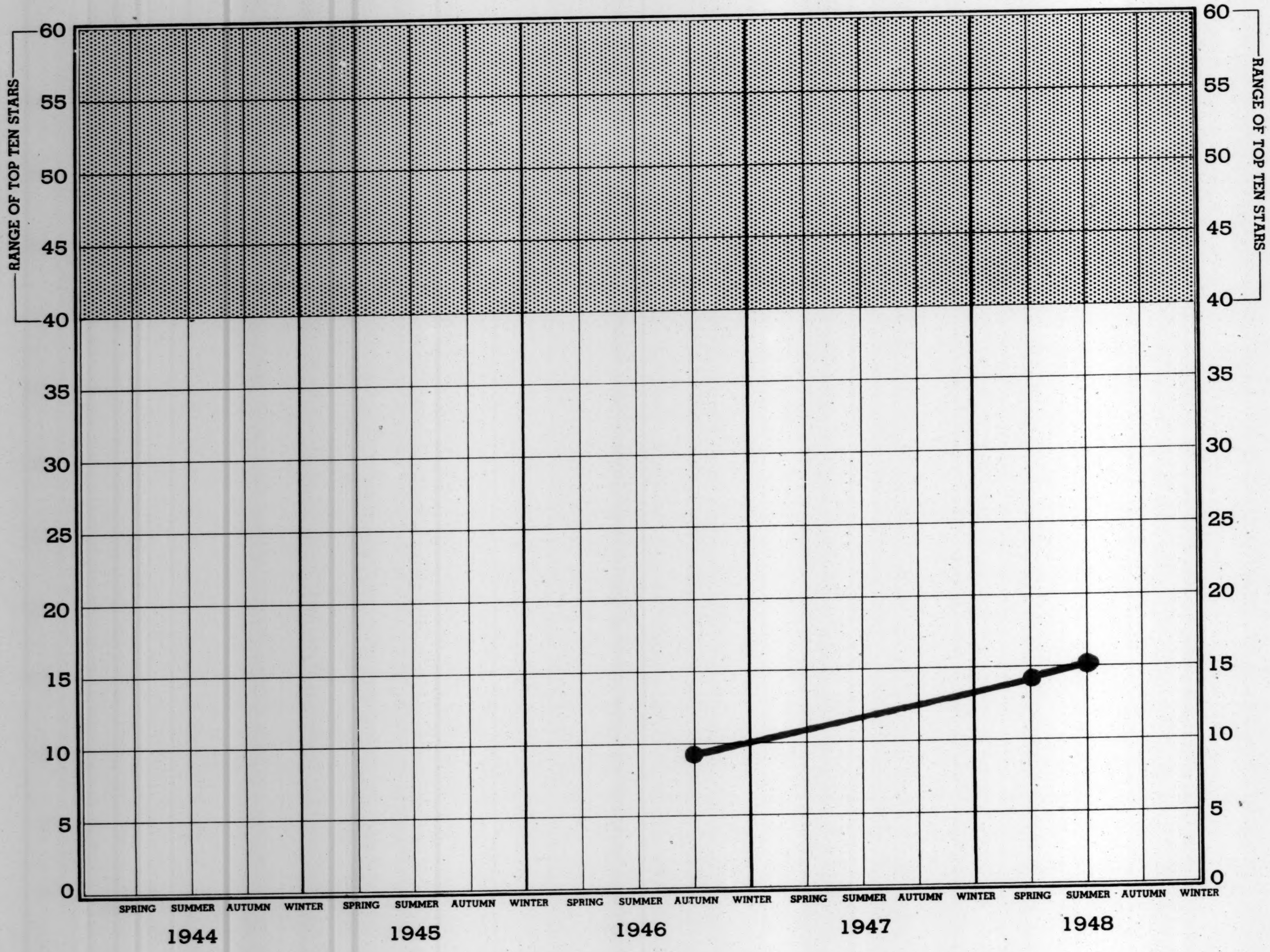

Robert PRESTON

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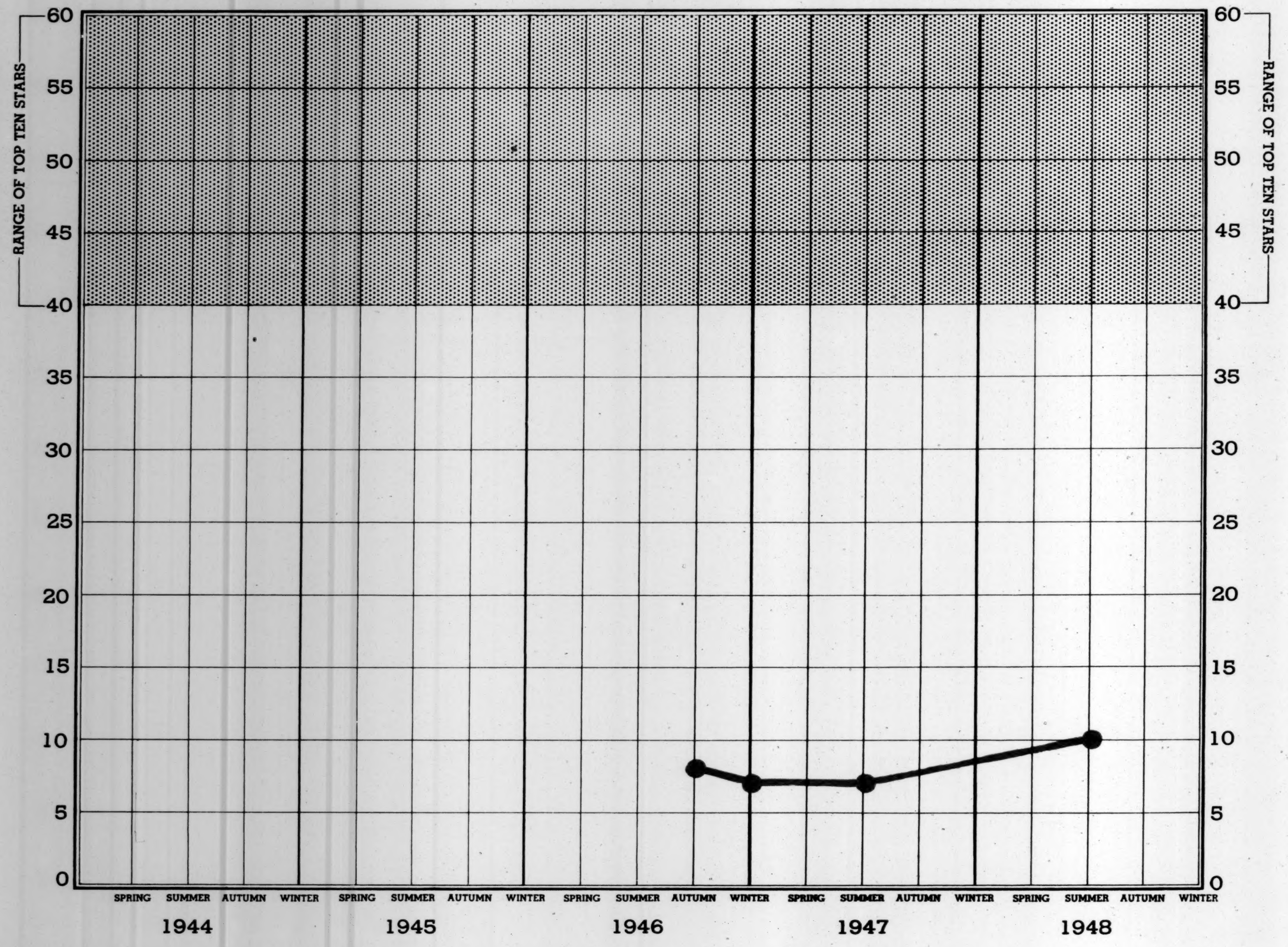
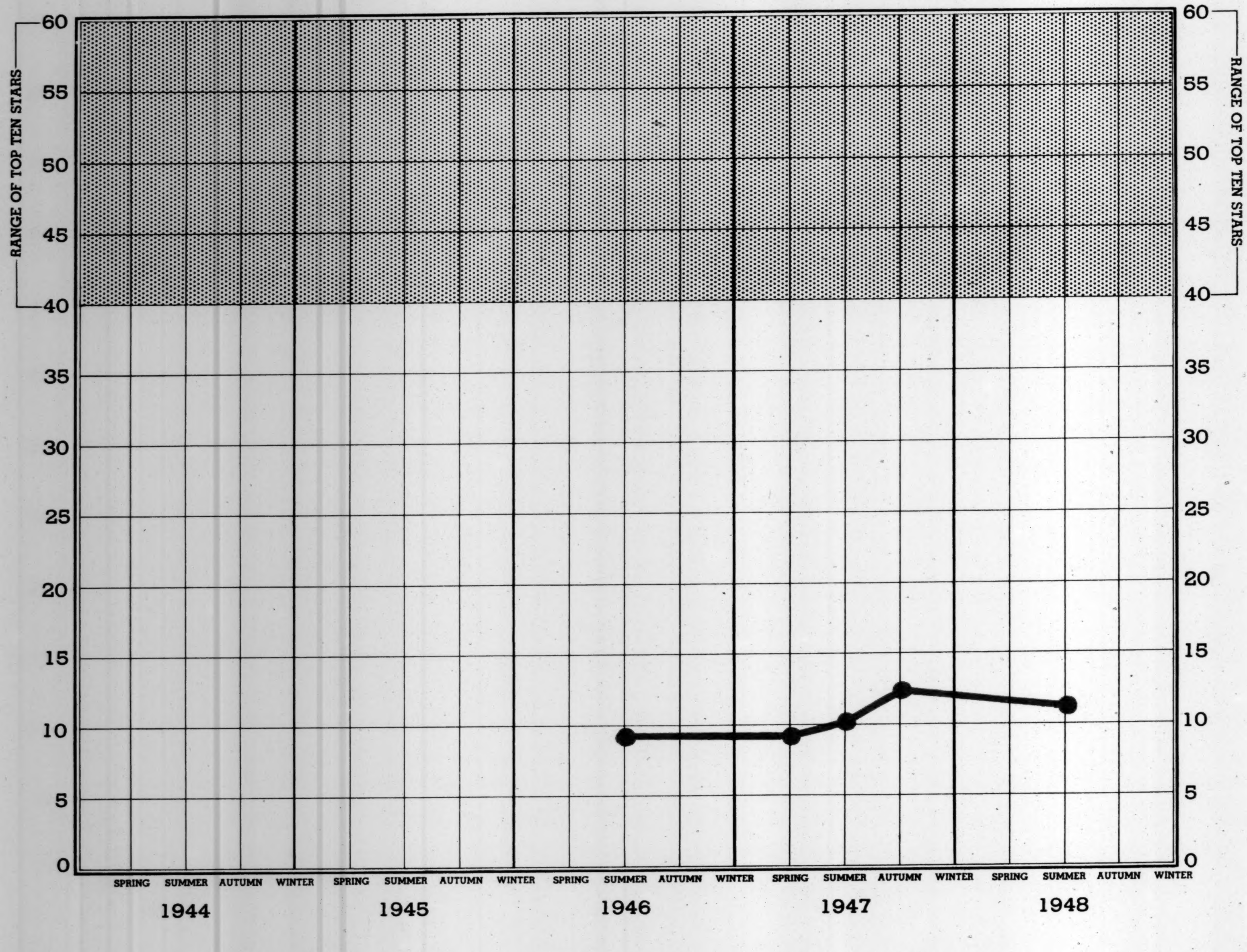
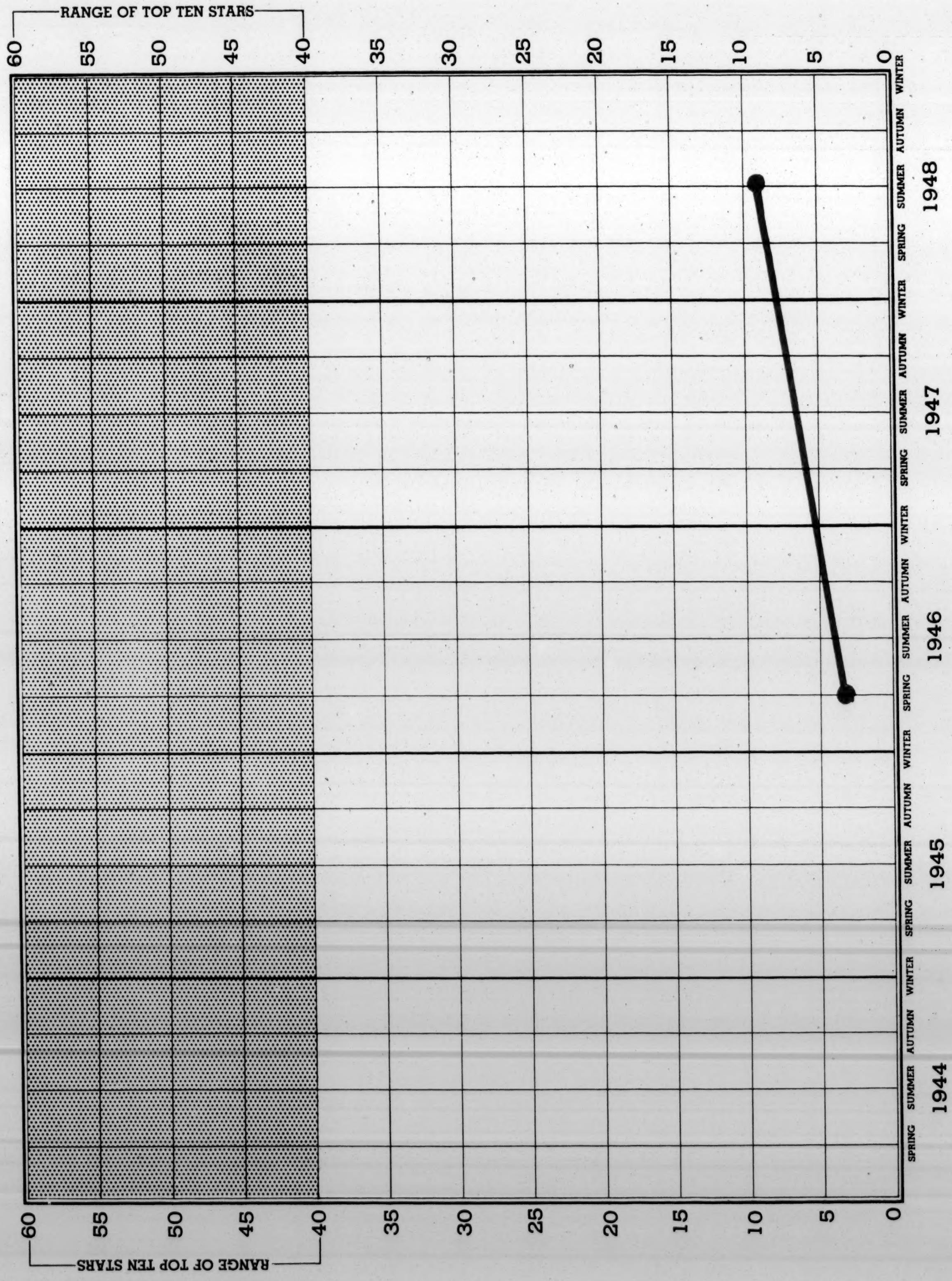




Vincent PRICE

Anthony QUINN



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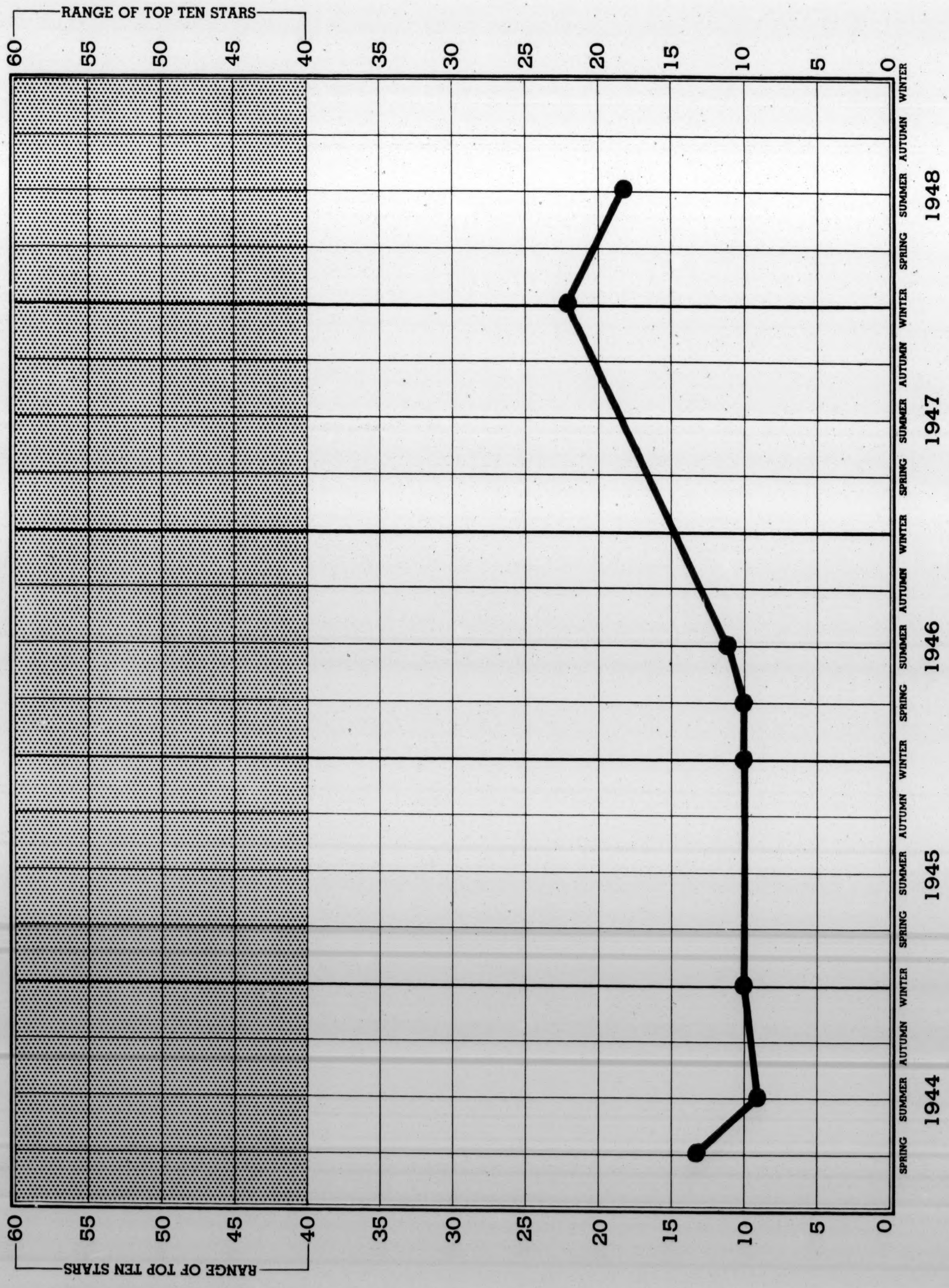
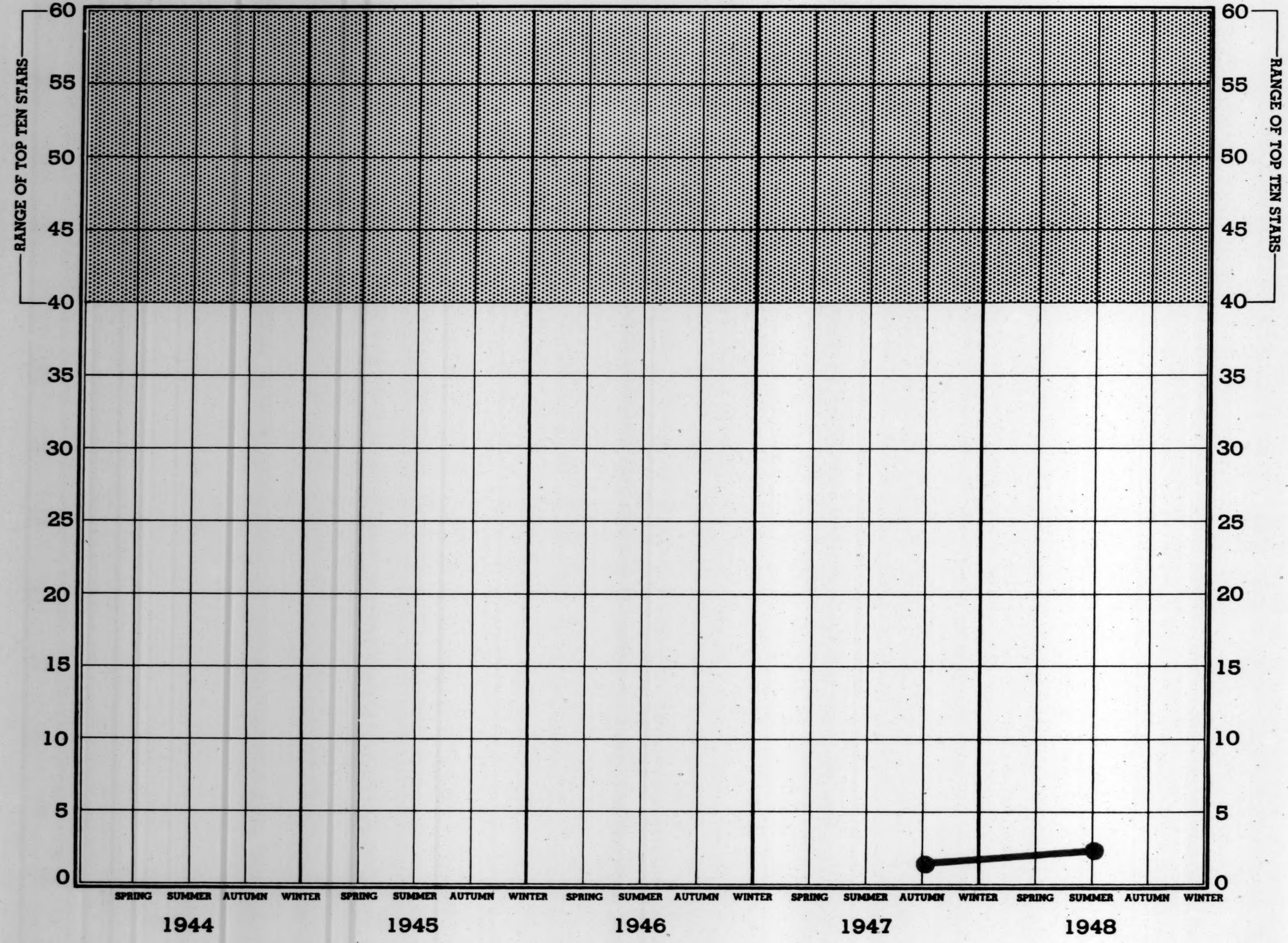
Claude RAINS

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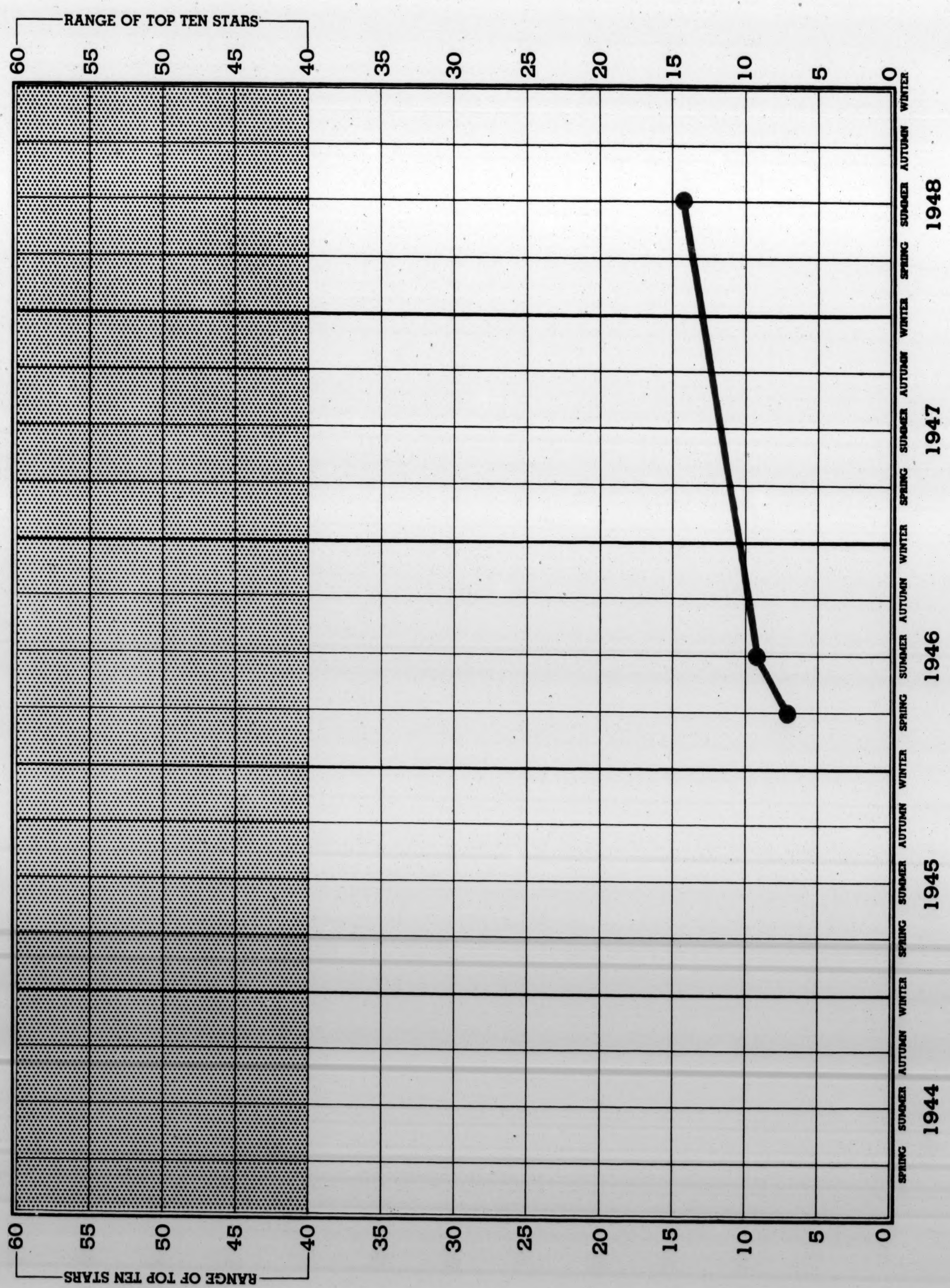
Ron RANDELL

Basil RATHBONE



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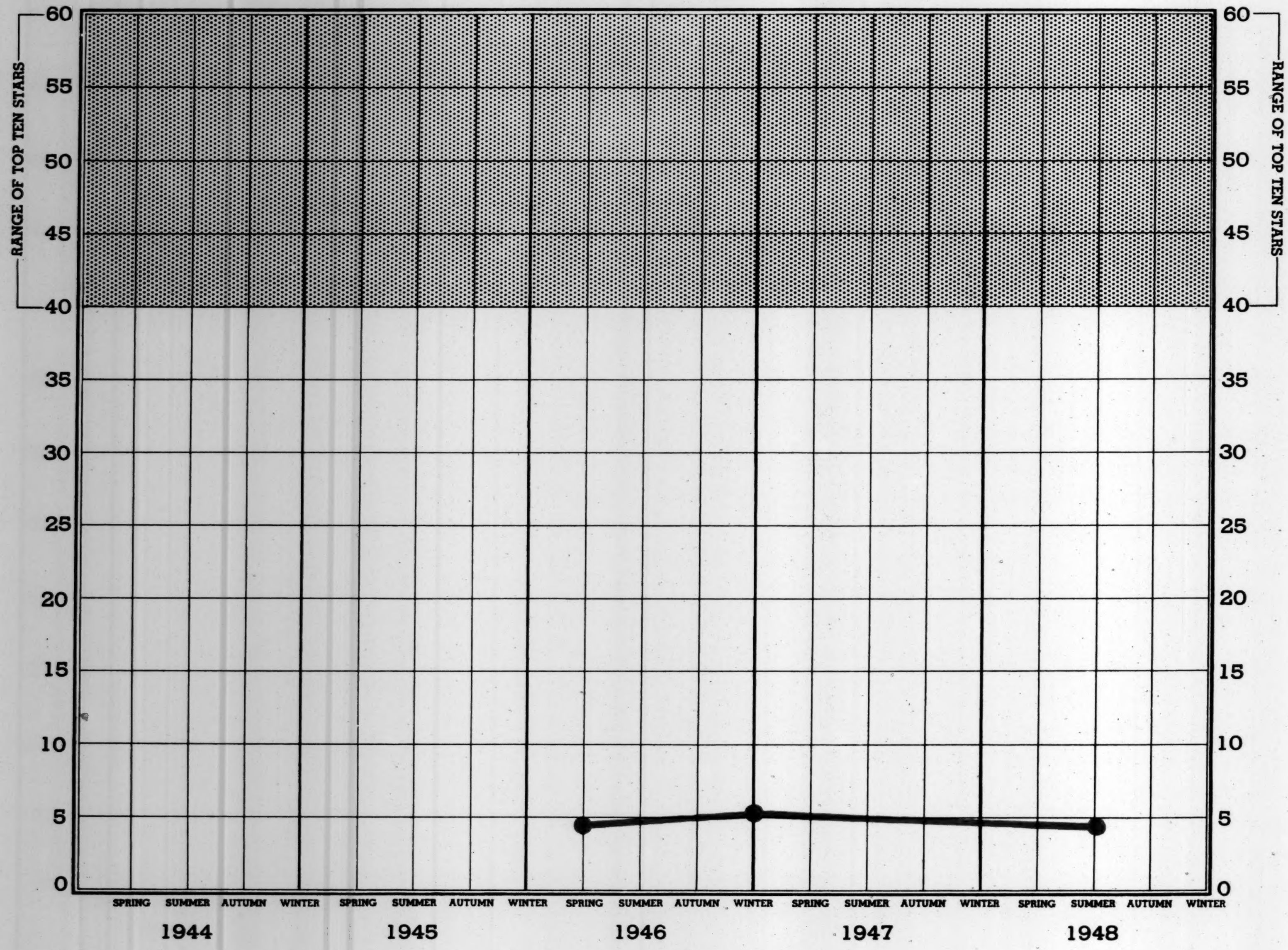
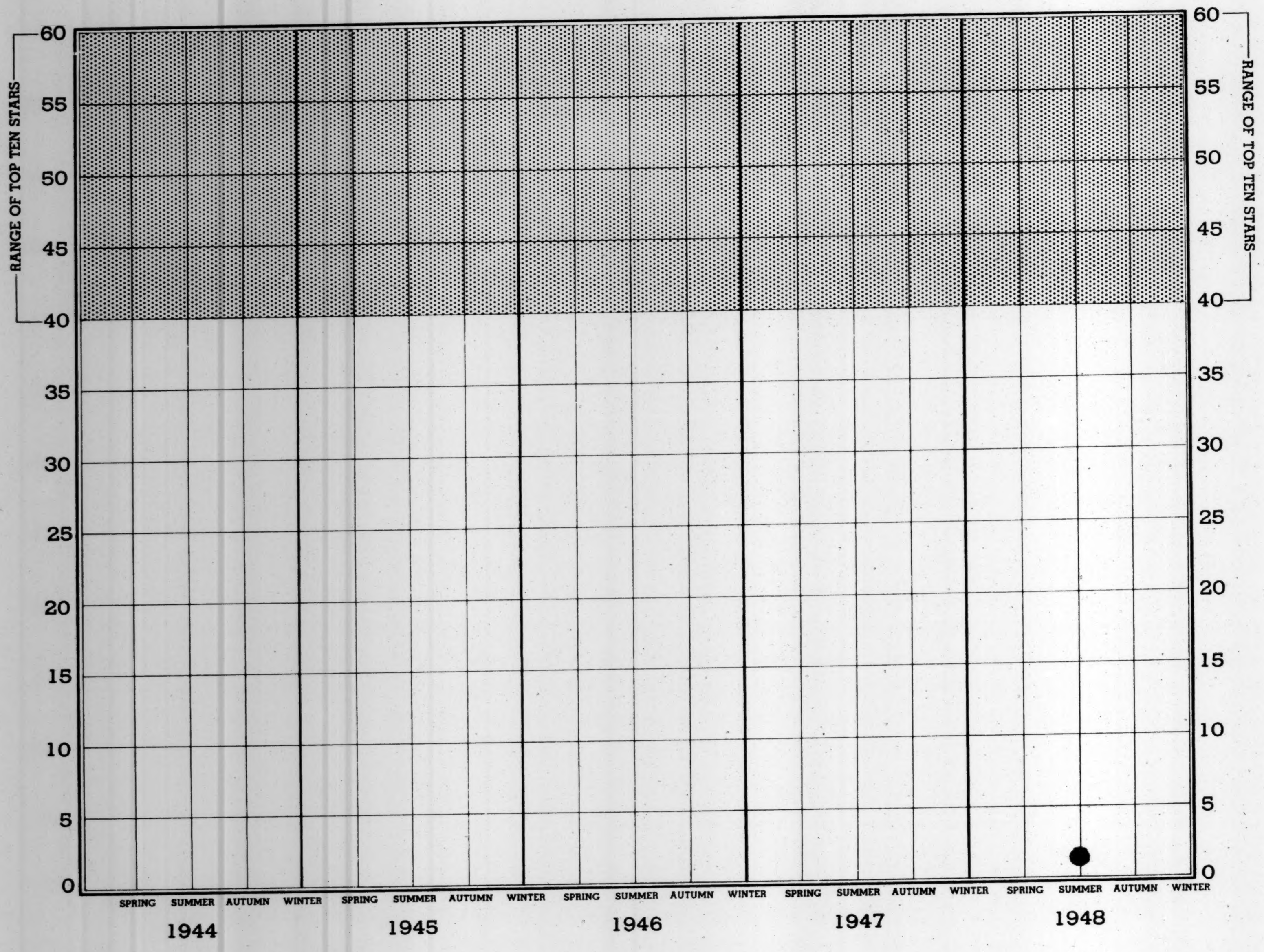
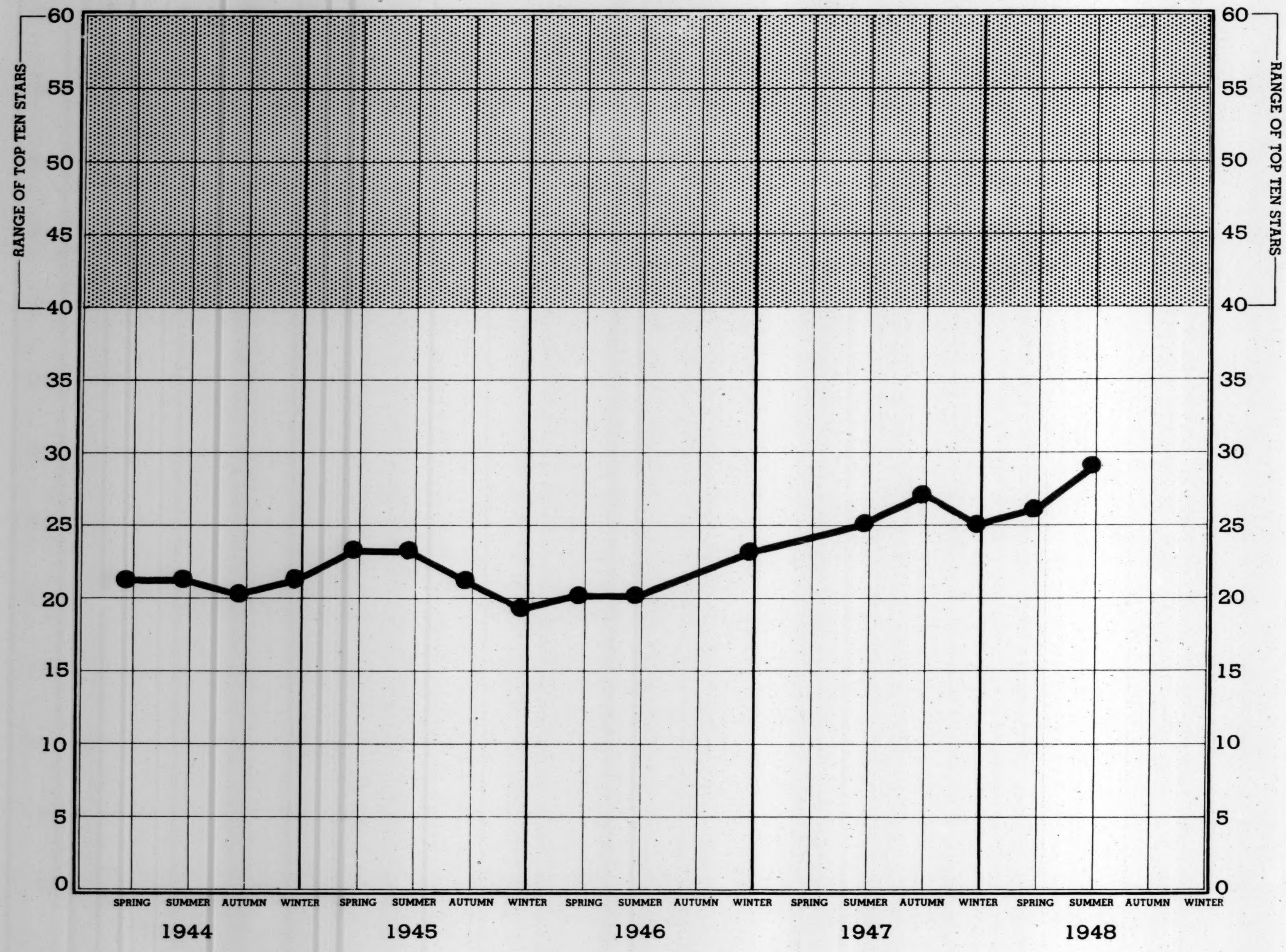
Gene RAYMOND



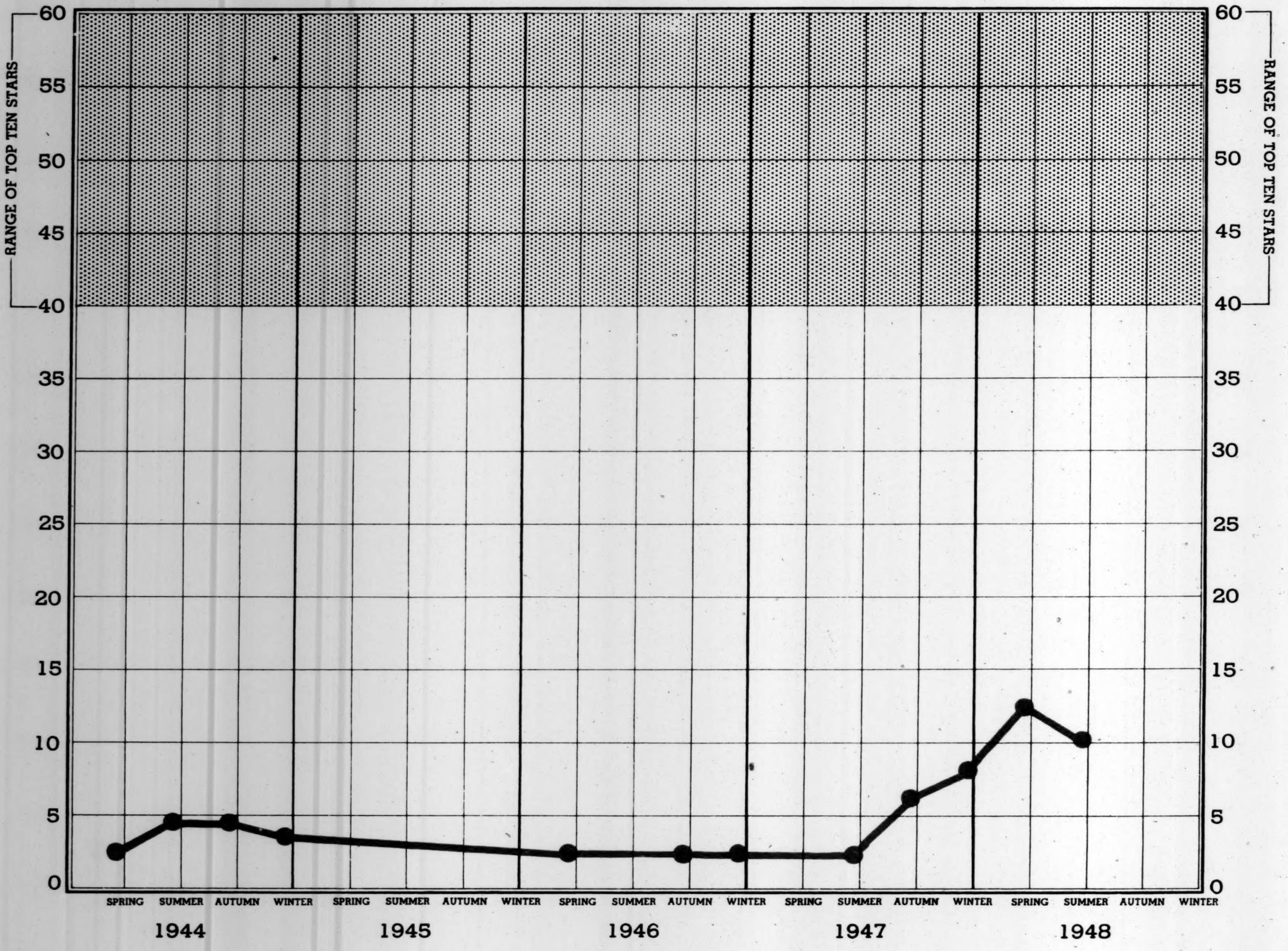


Ralph RICHARDSON

Edward G. ROBINSON



Robert RYAN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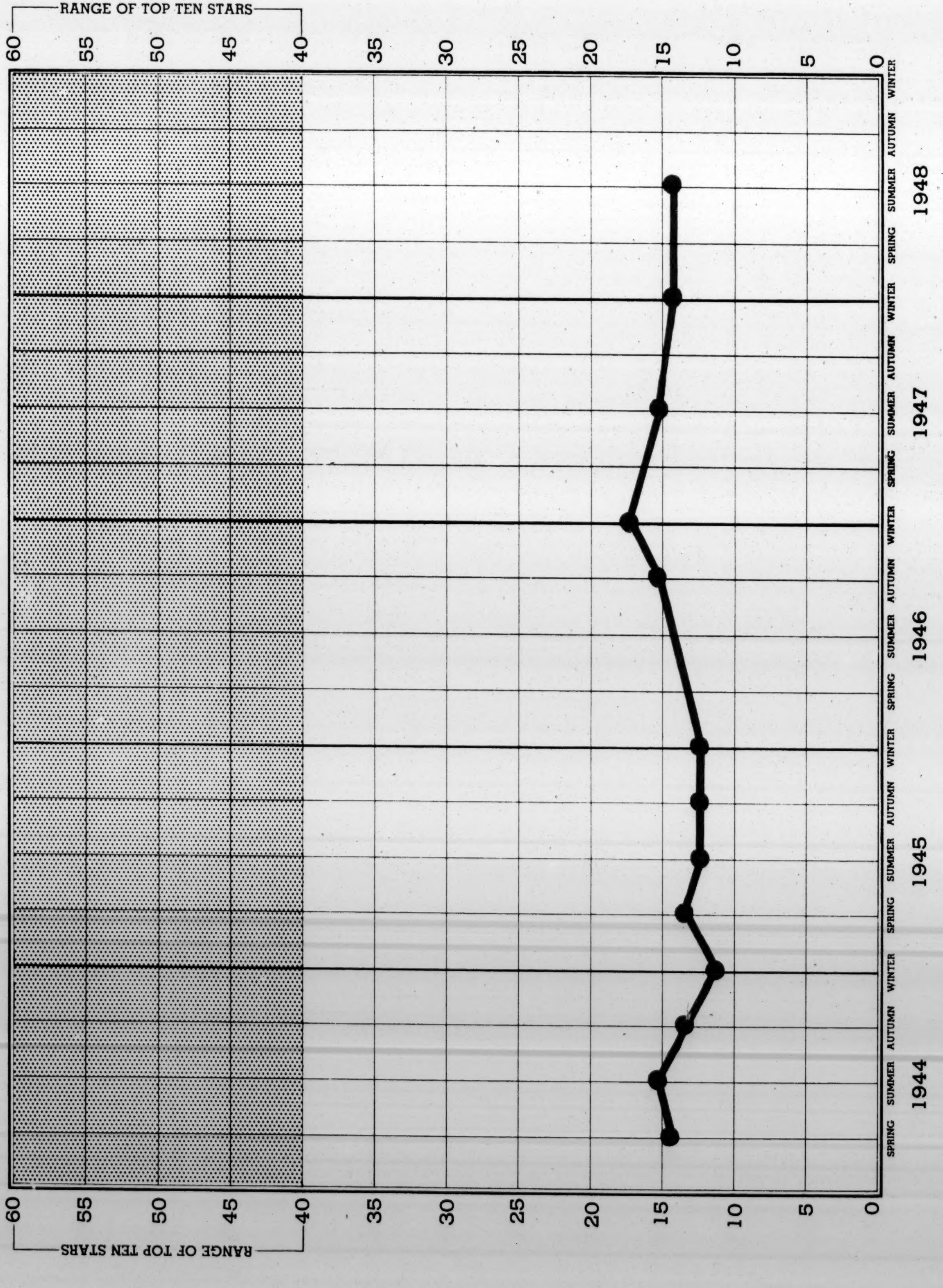

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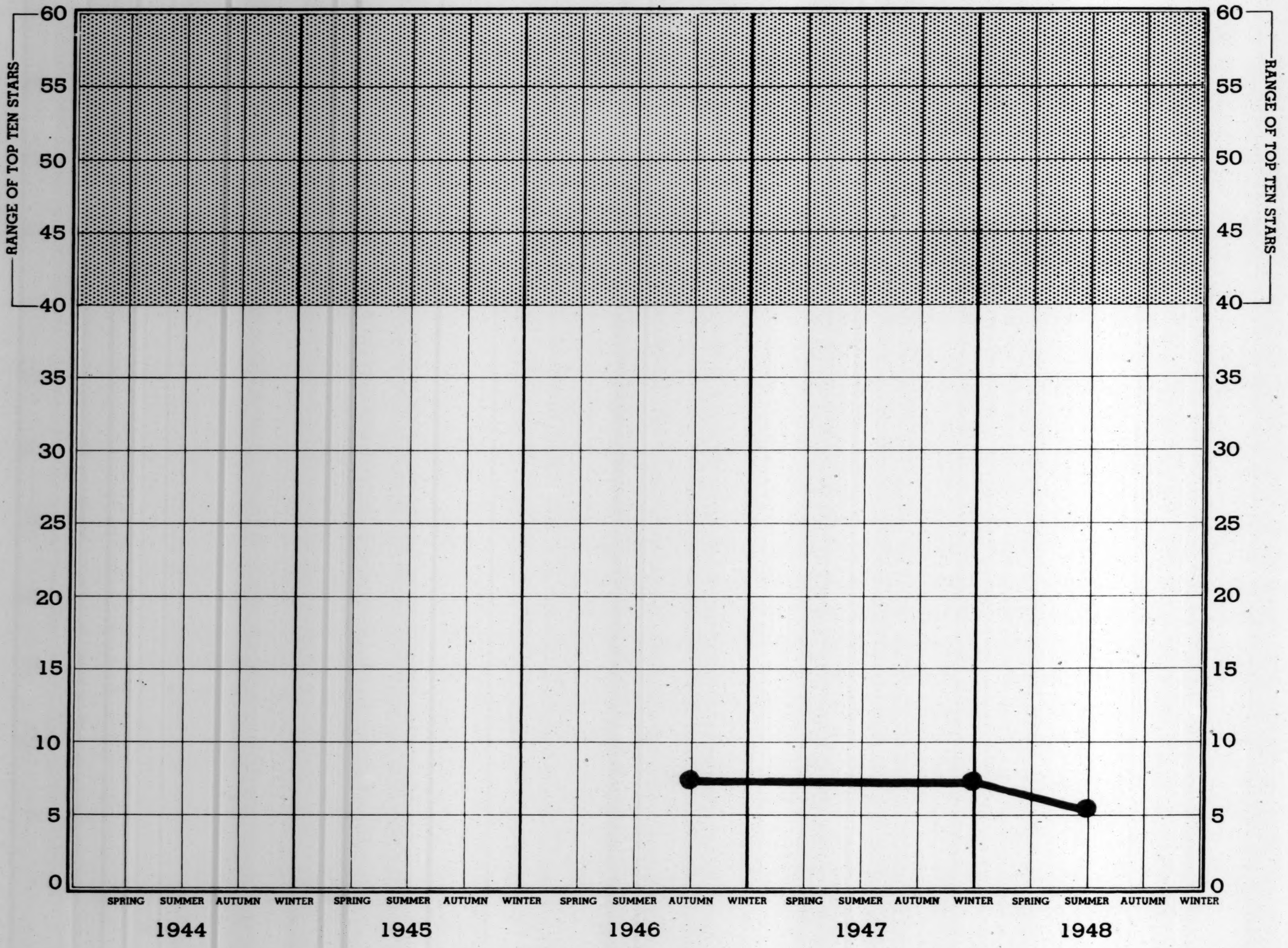
Martha SCOTT



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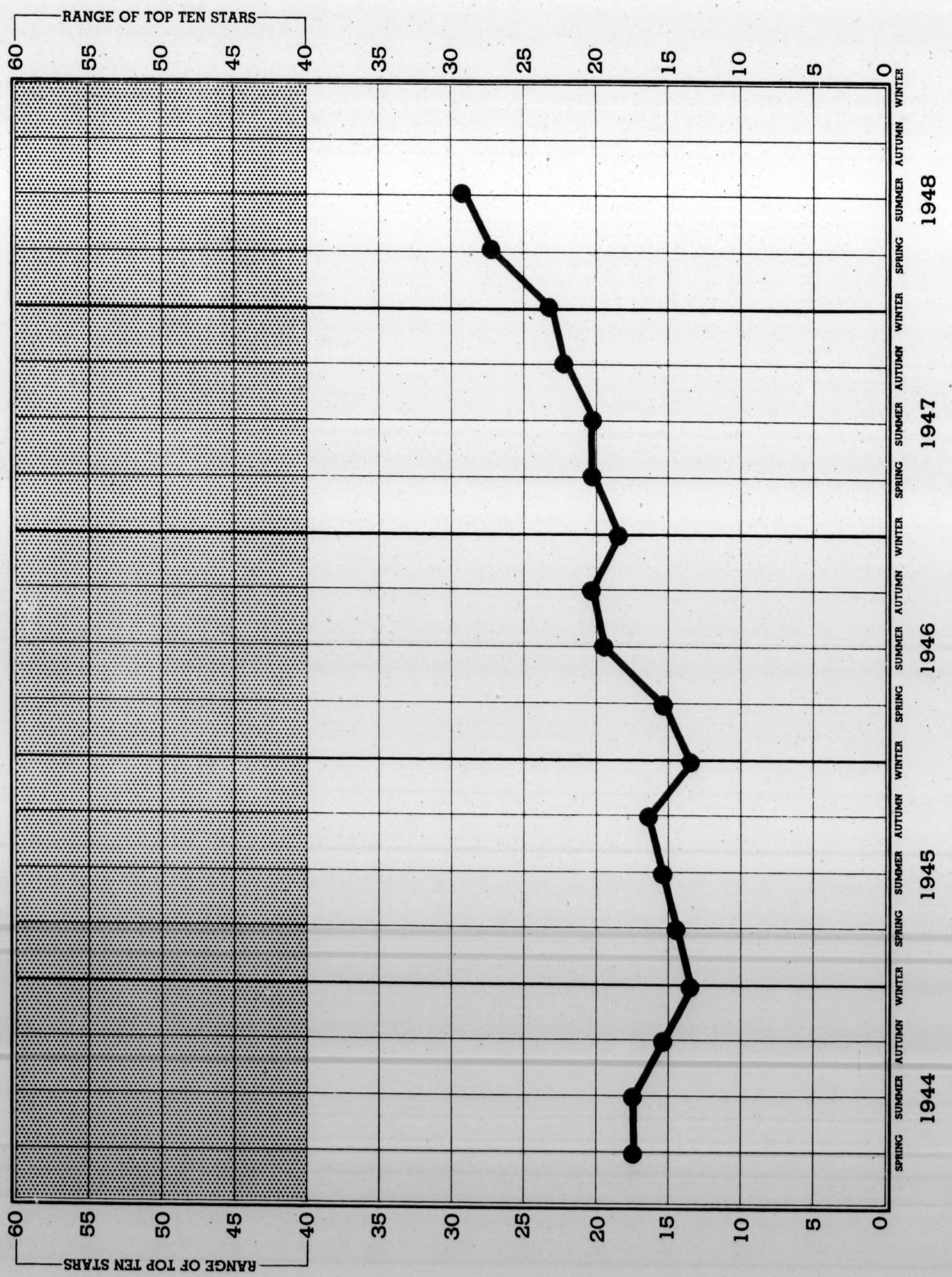

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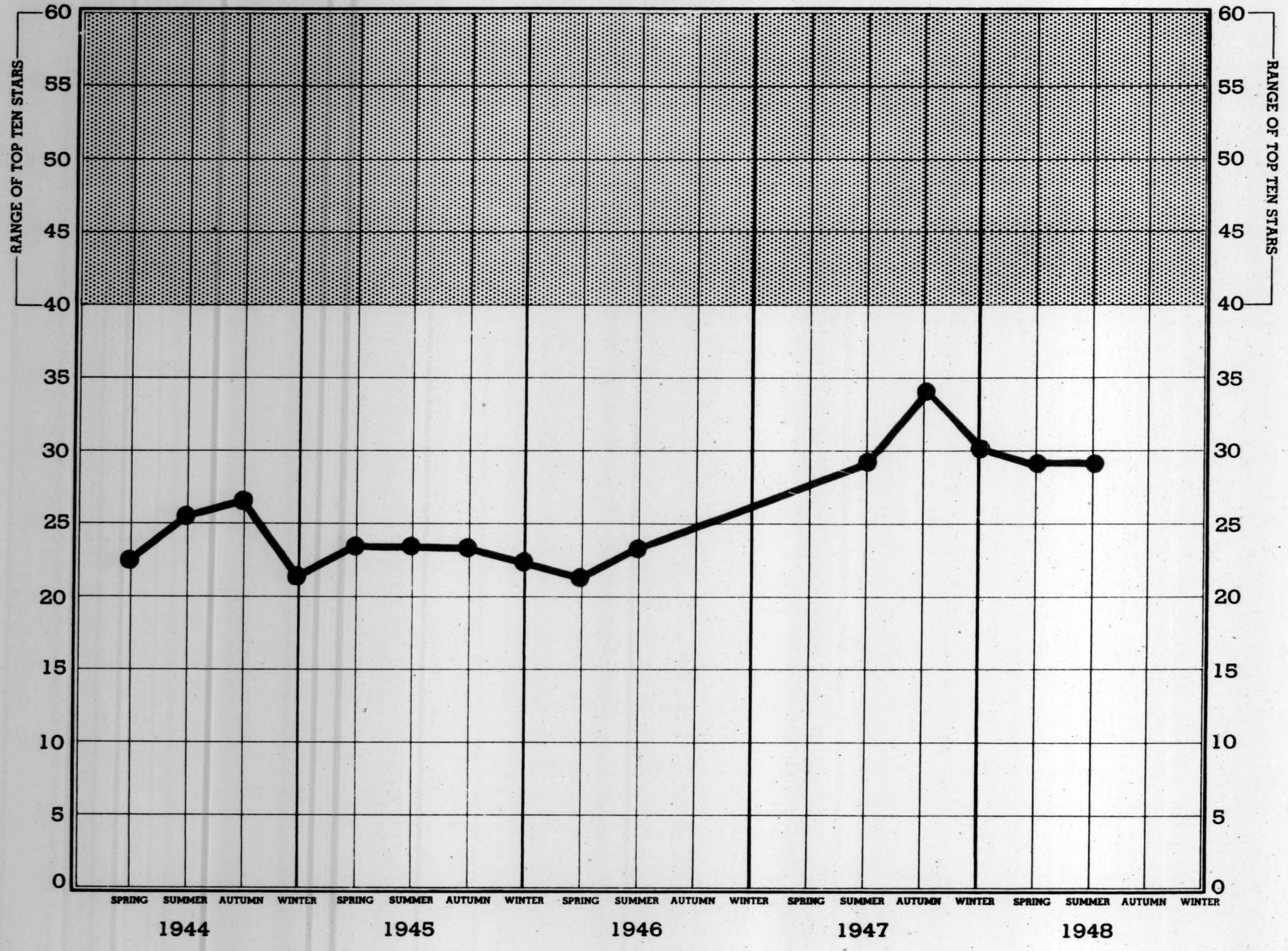

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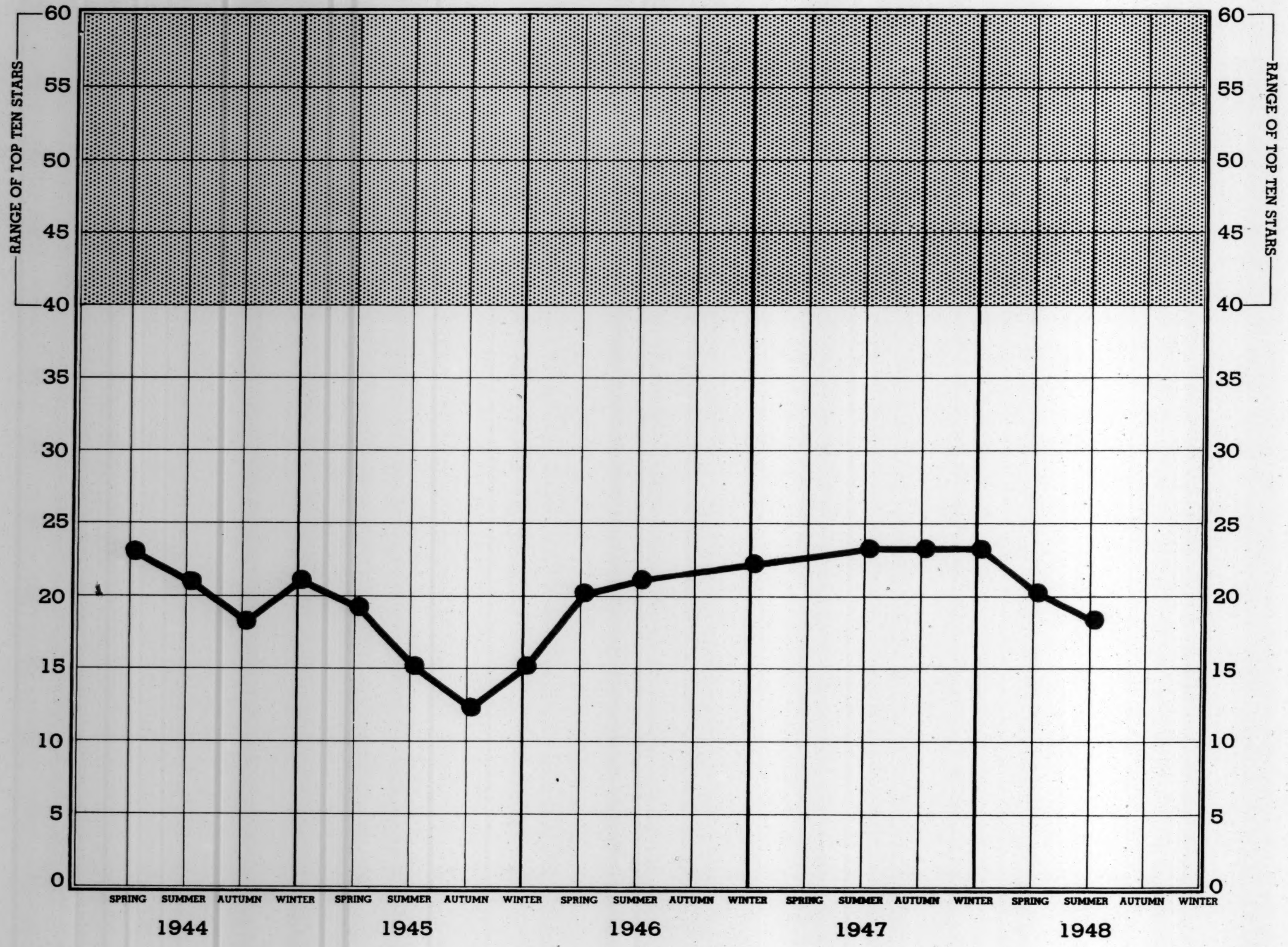

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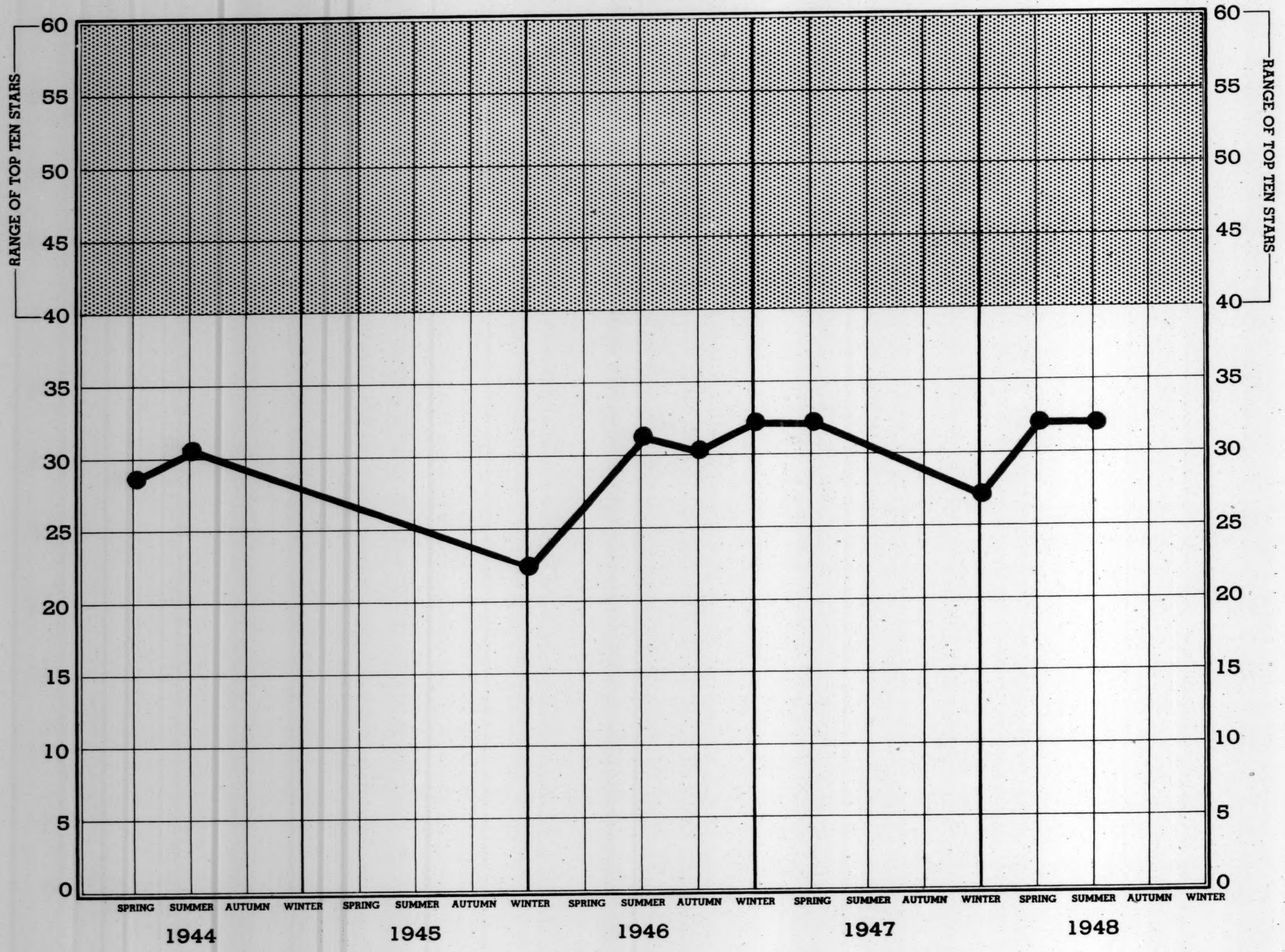
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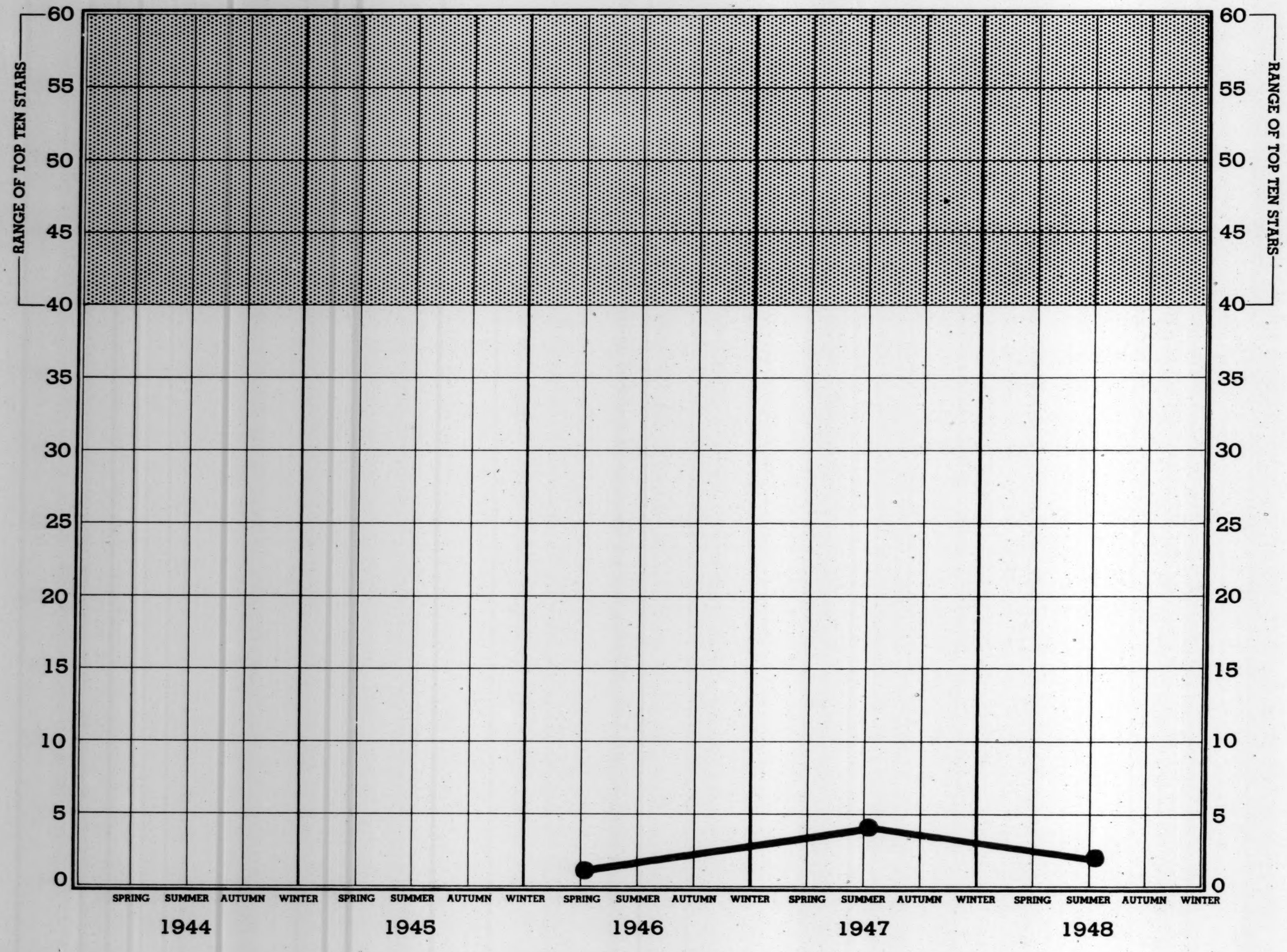
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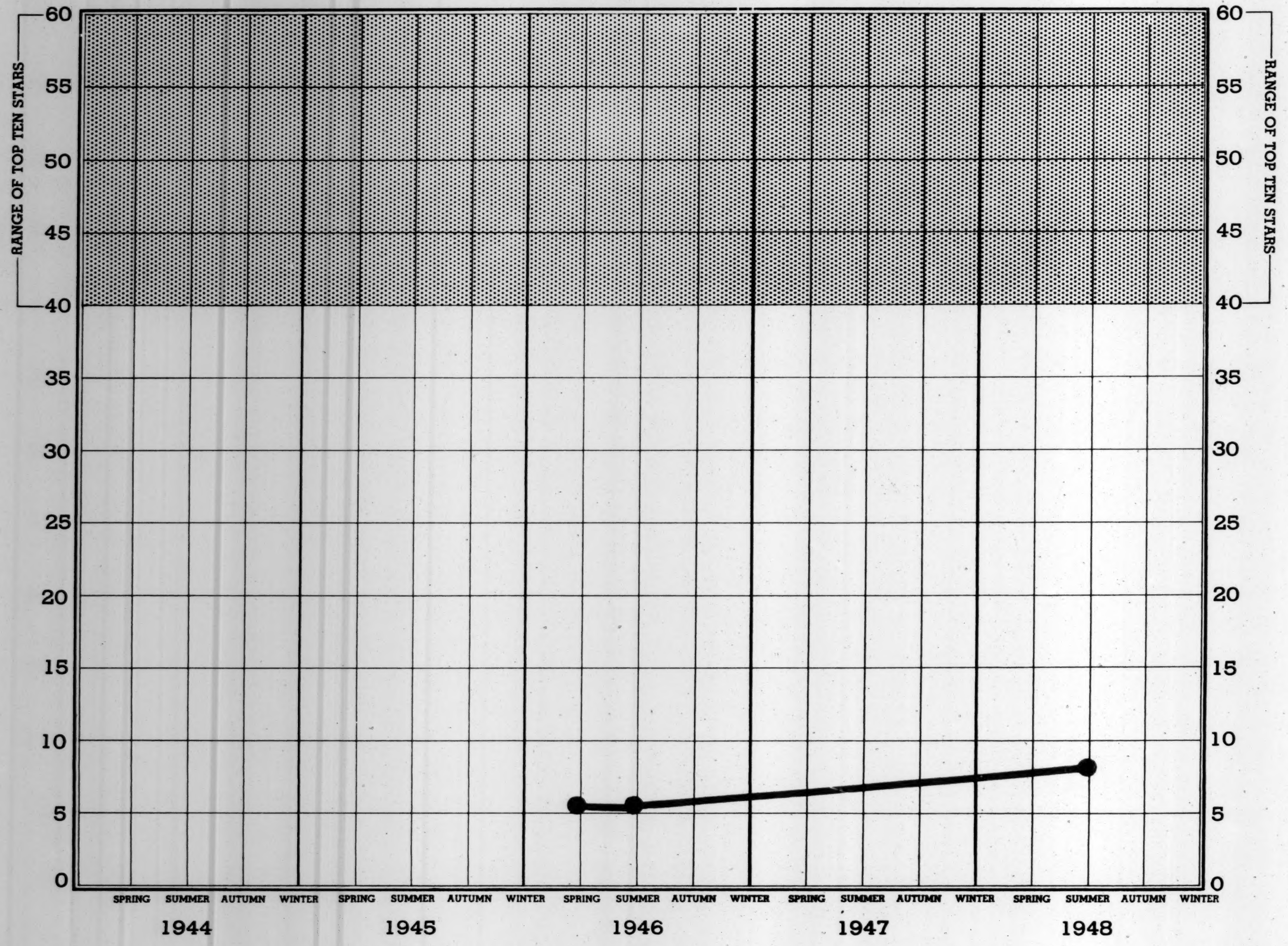
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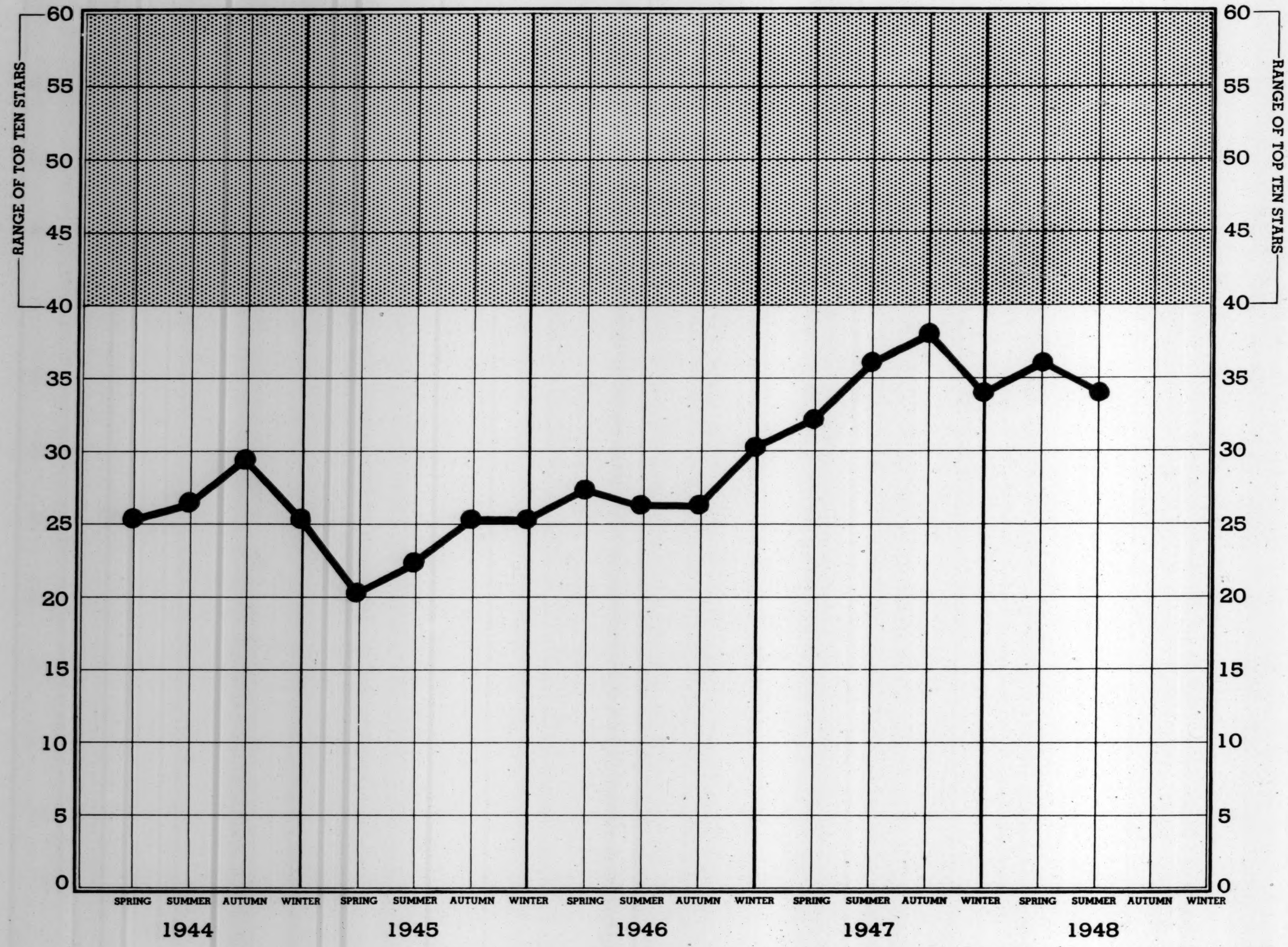
Barbara STANWYCK



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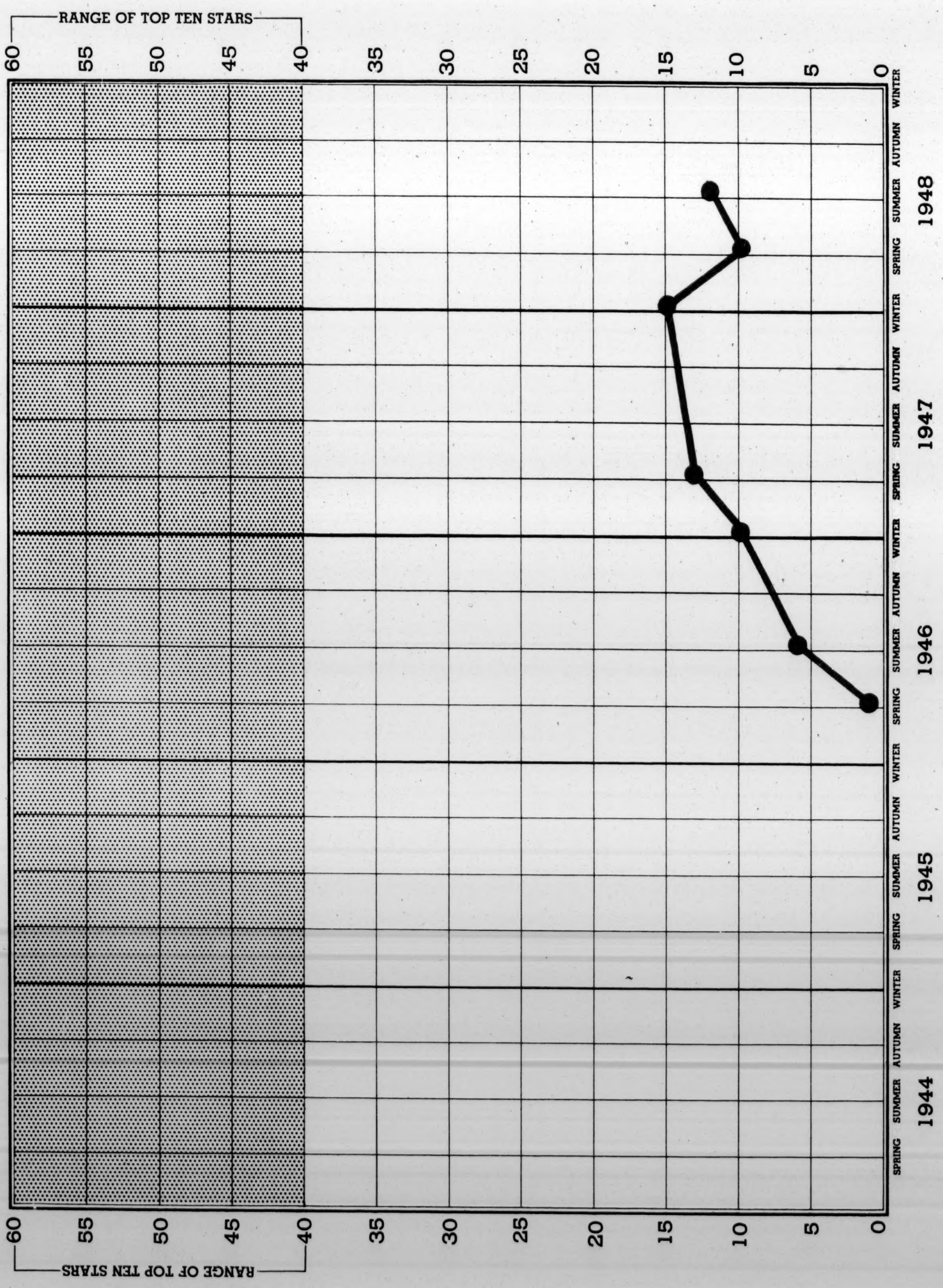

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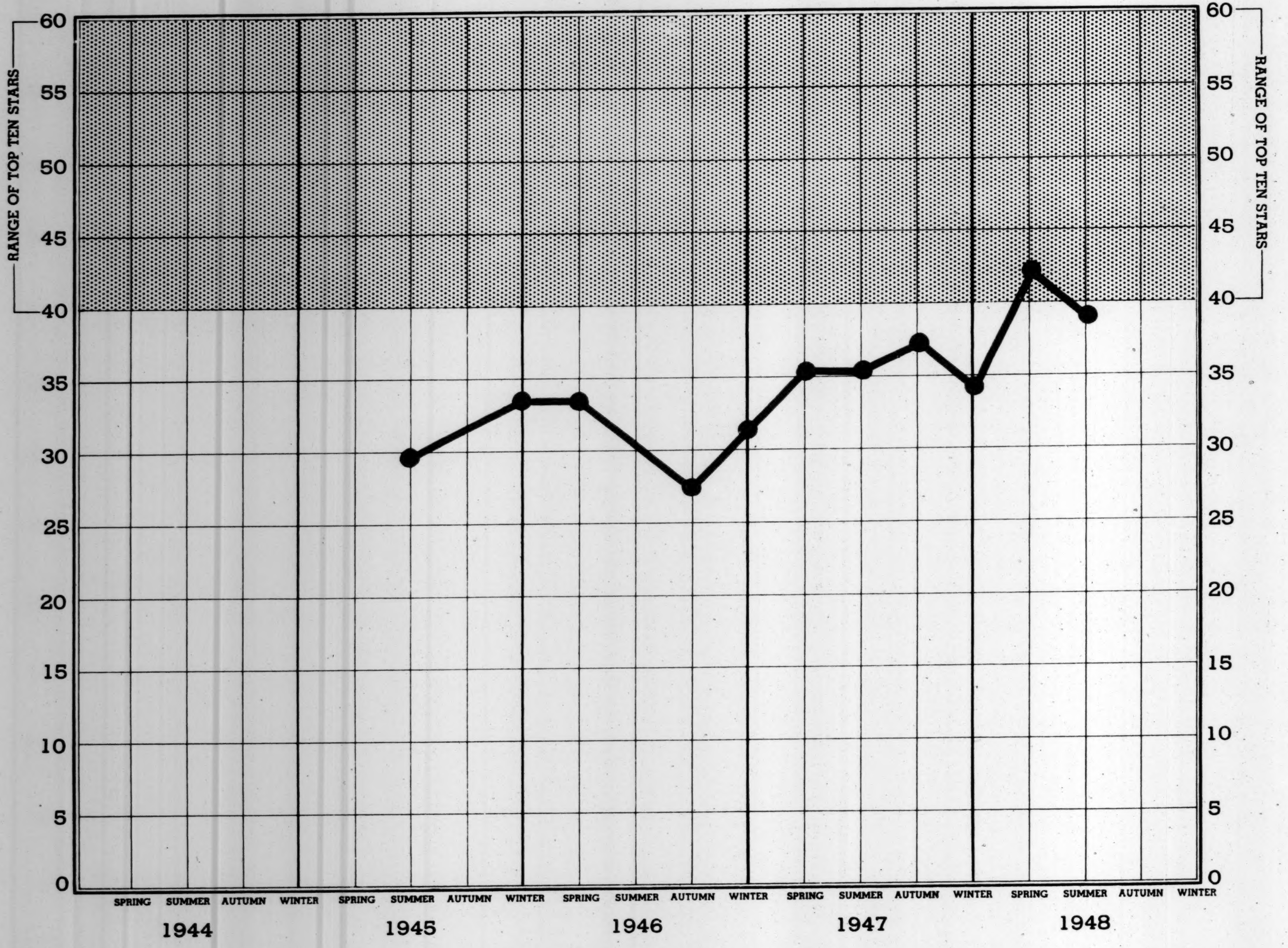

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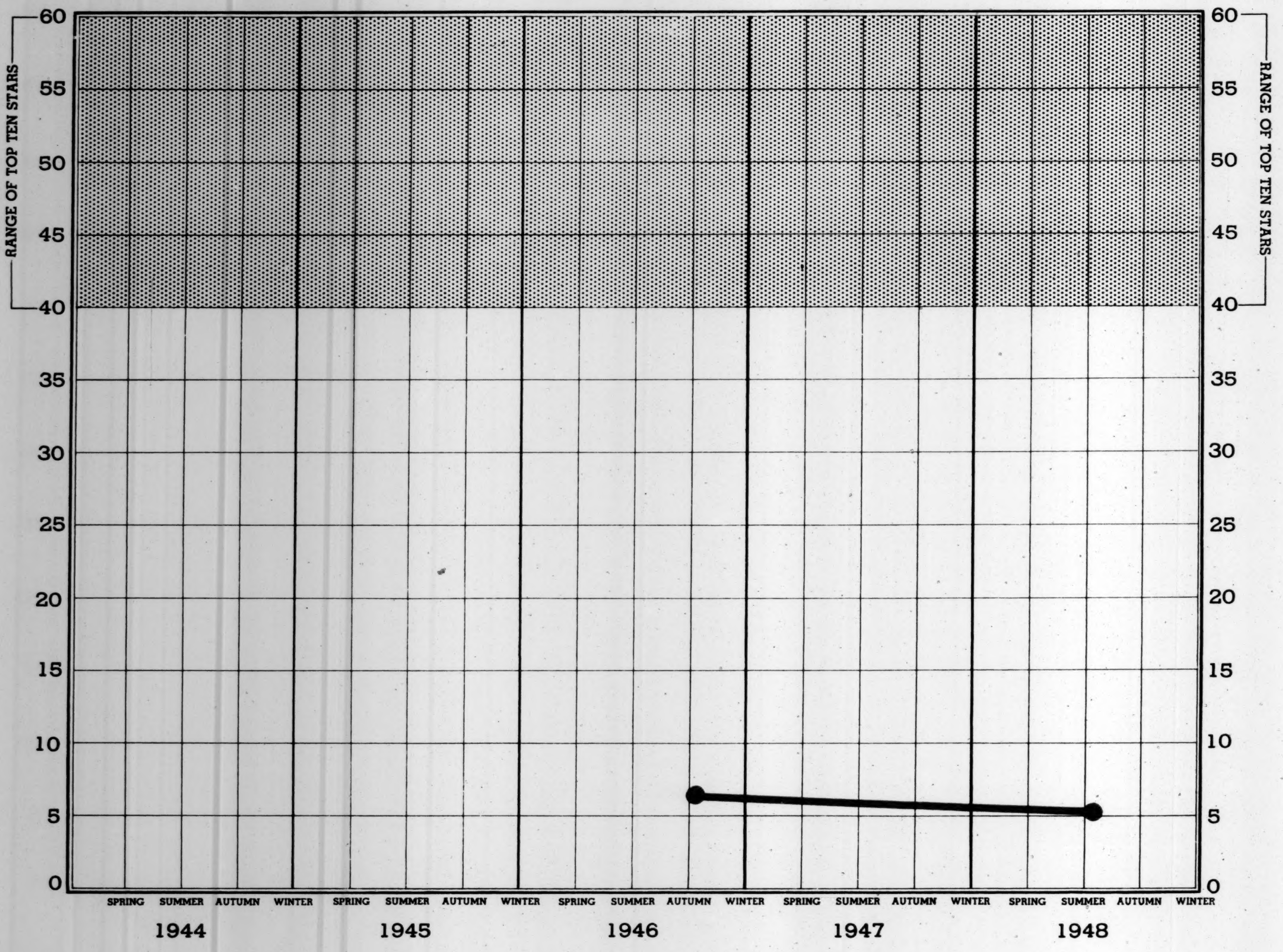
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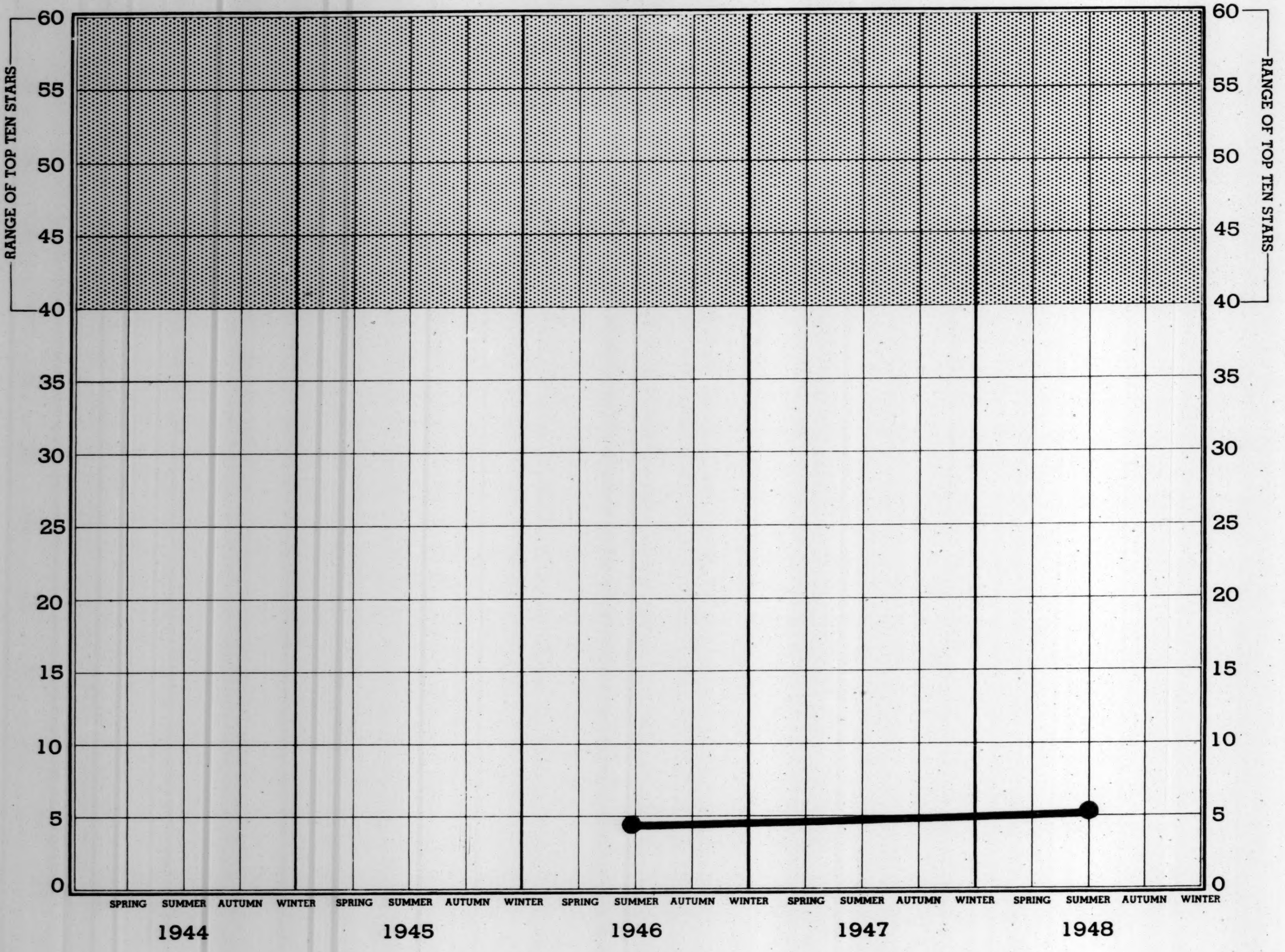
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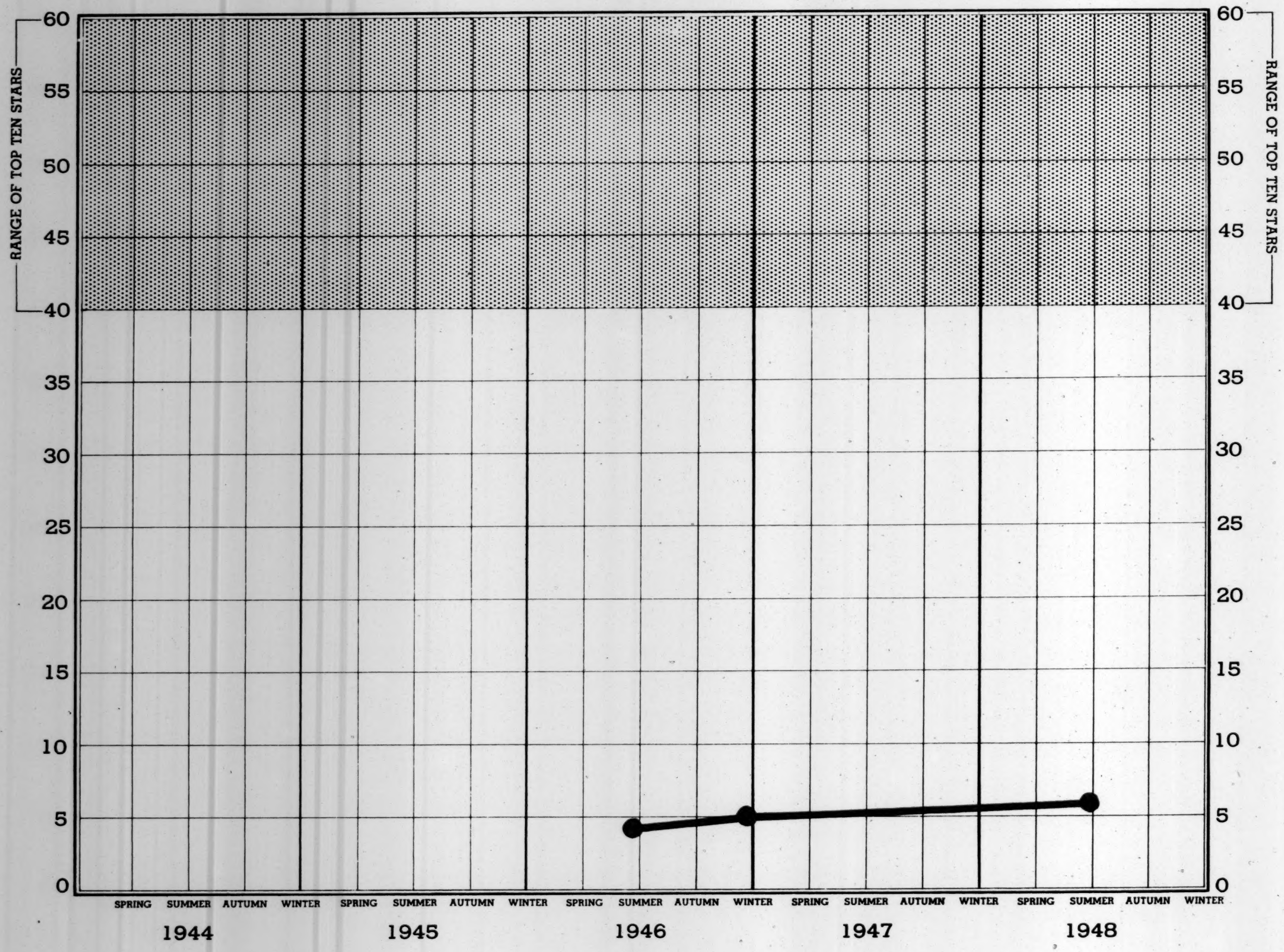

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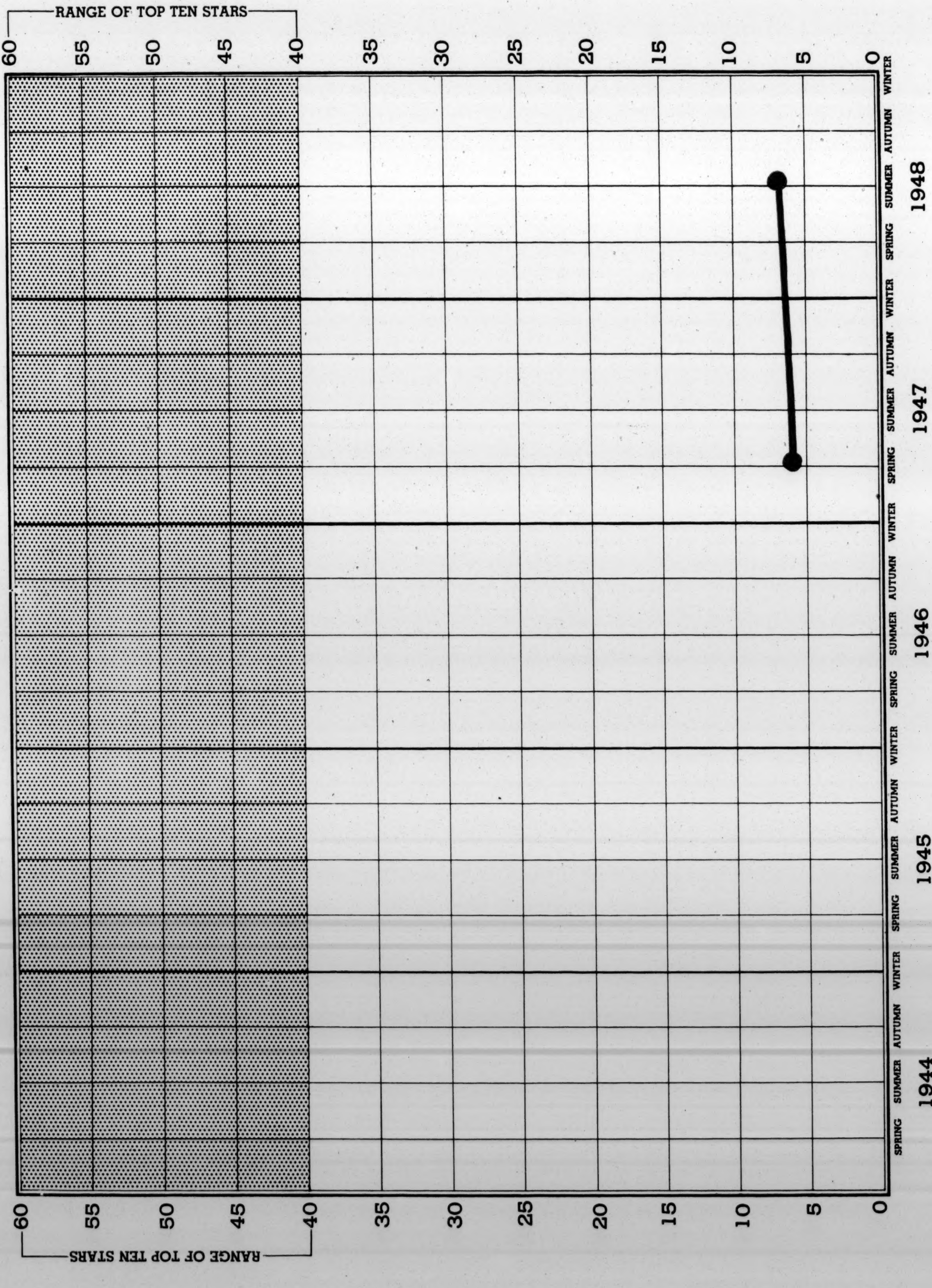

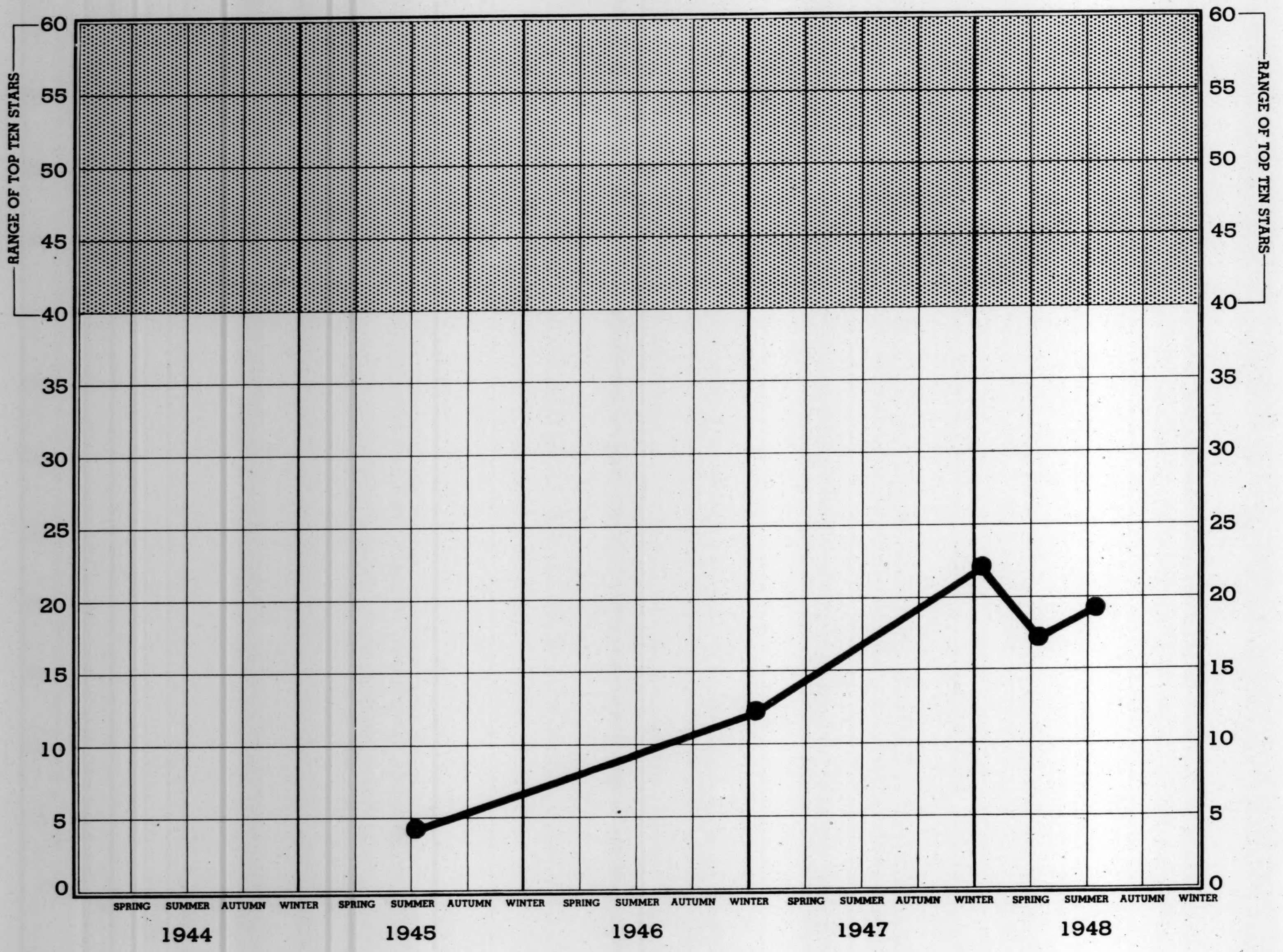

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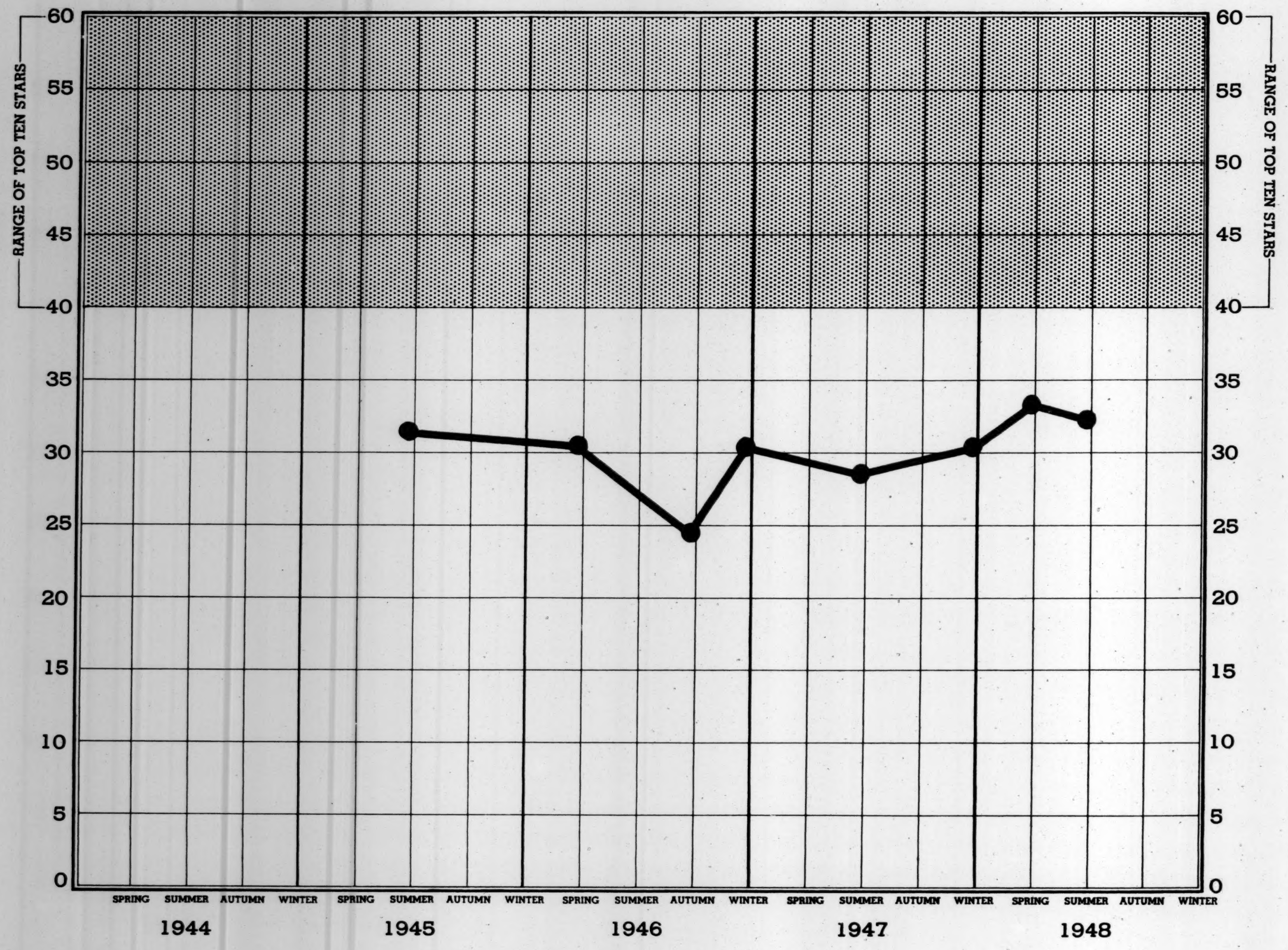
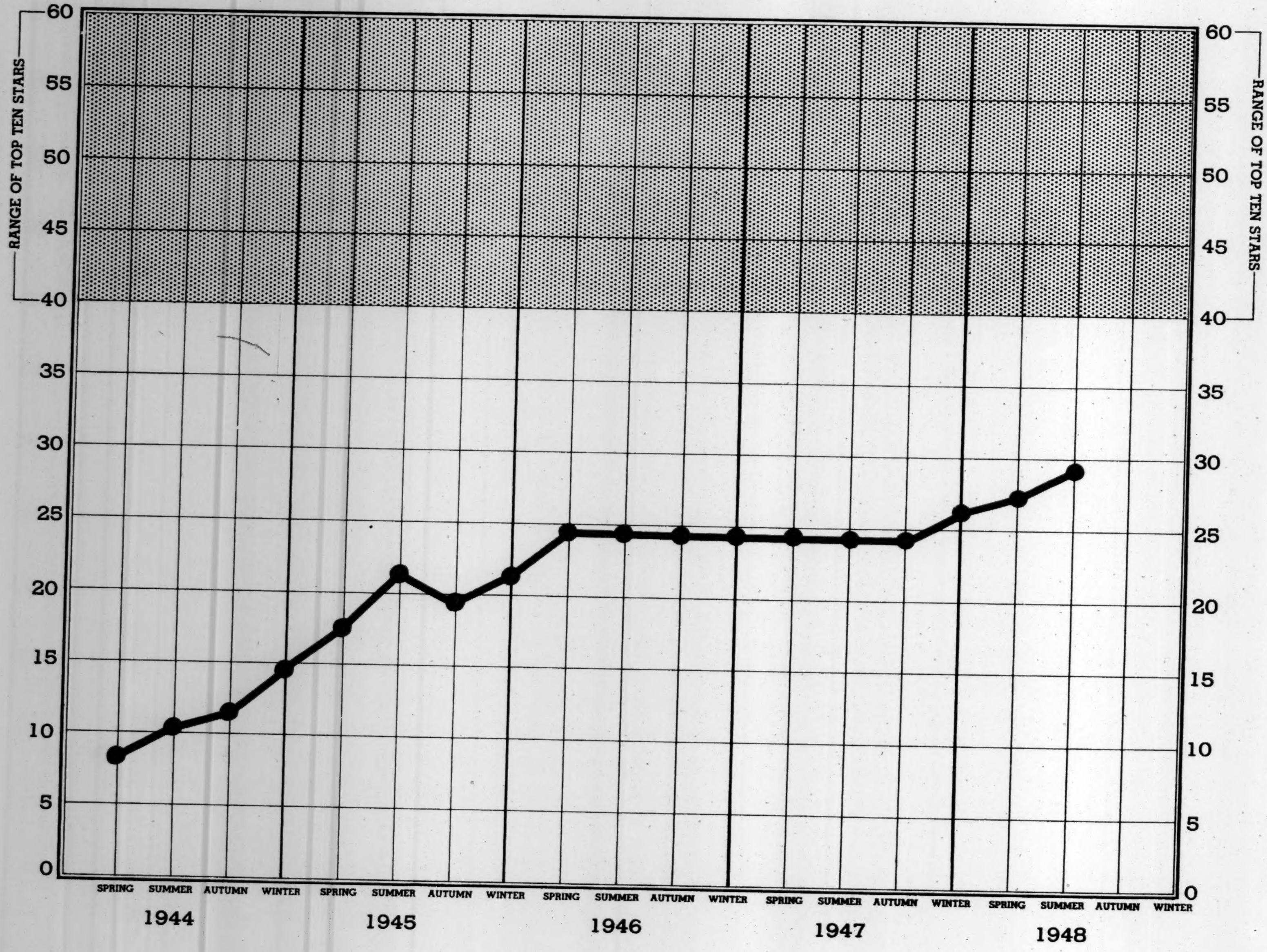
Robert TAYLOR





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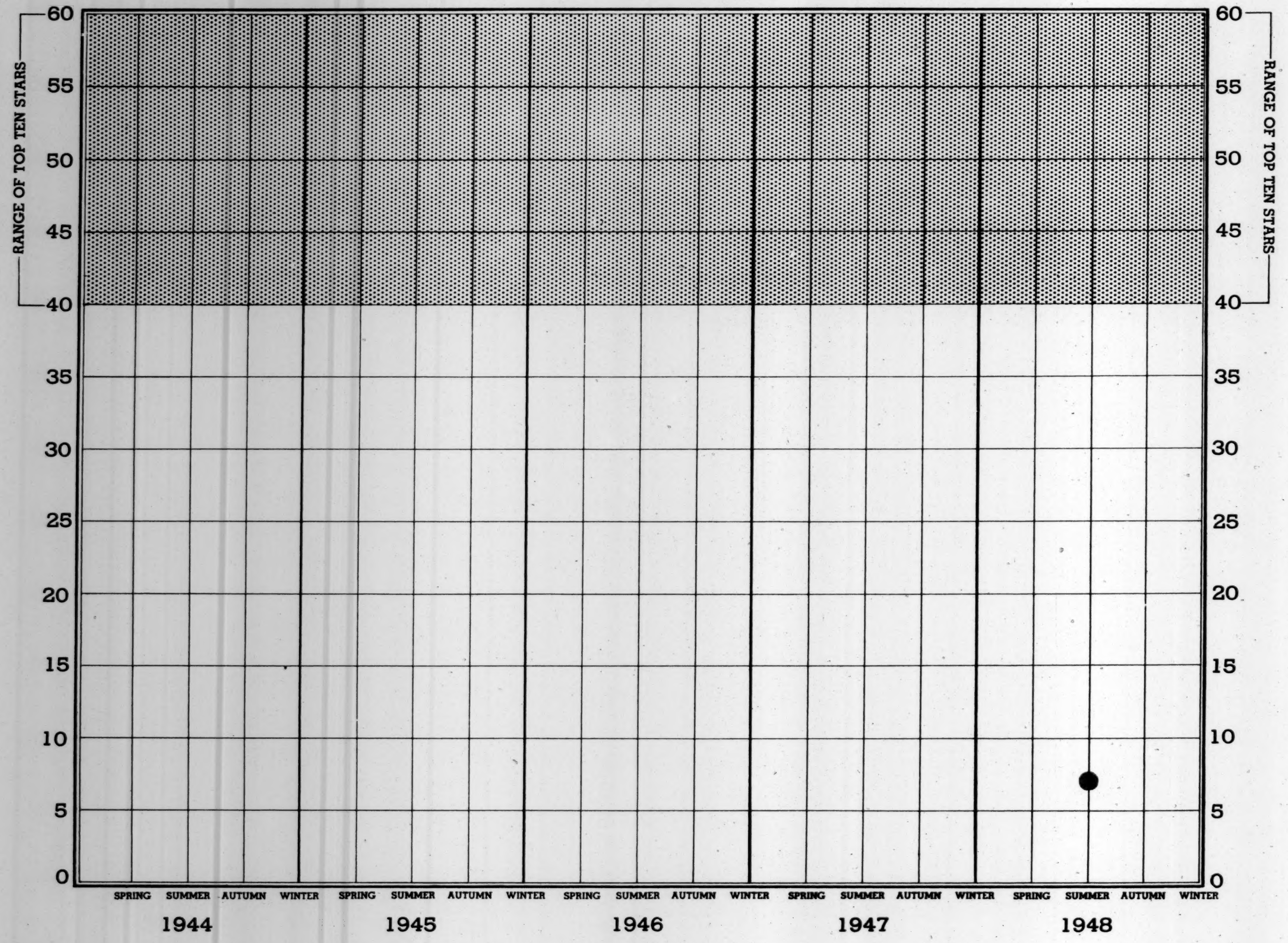

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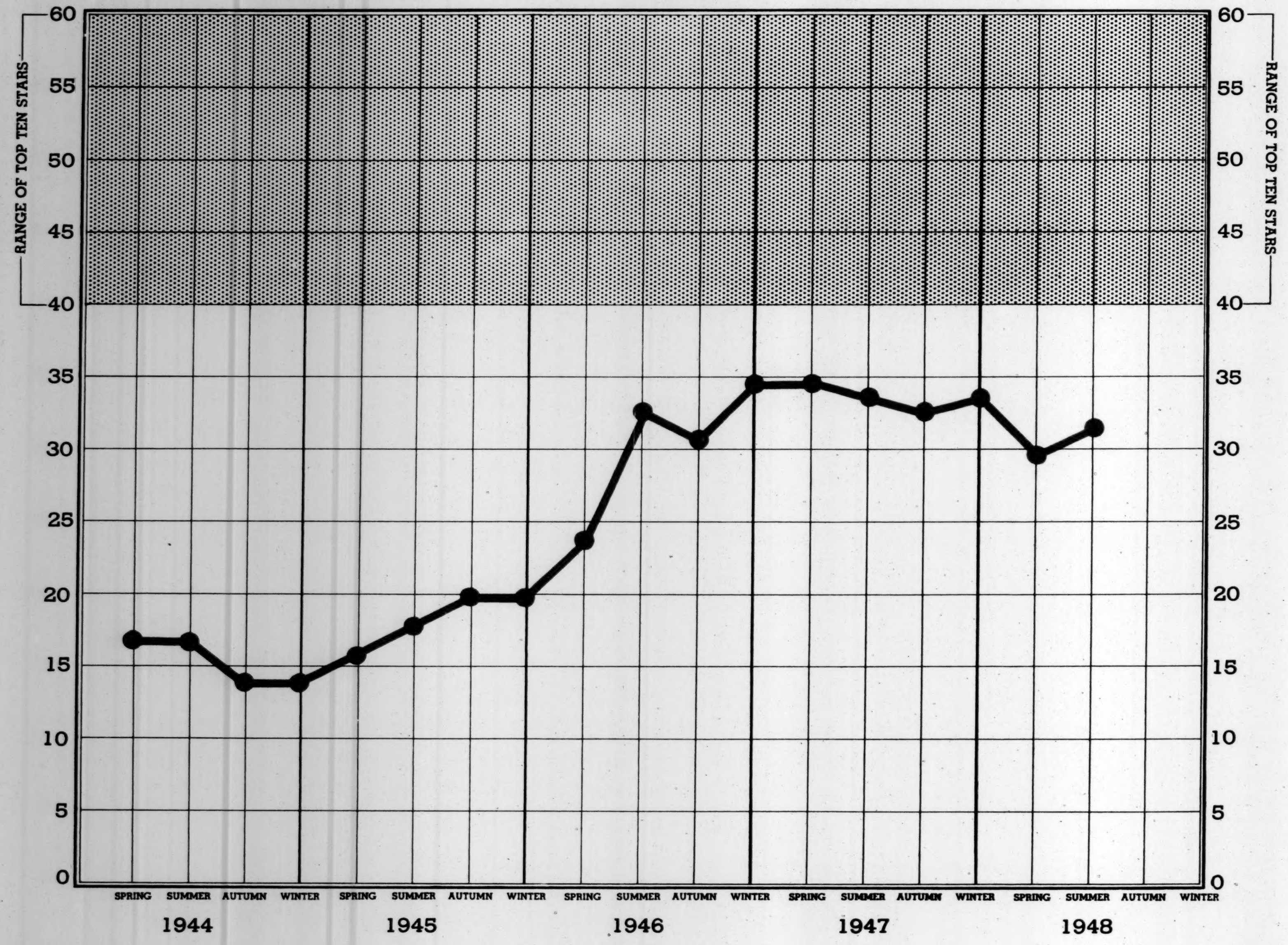

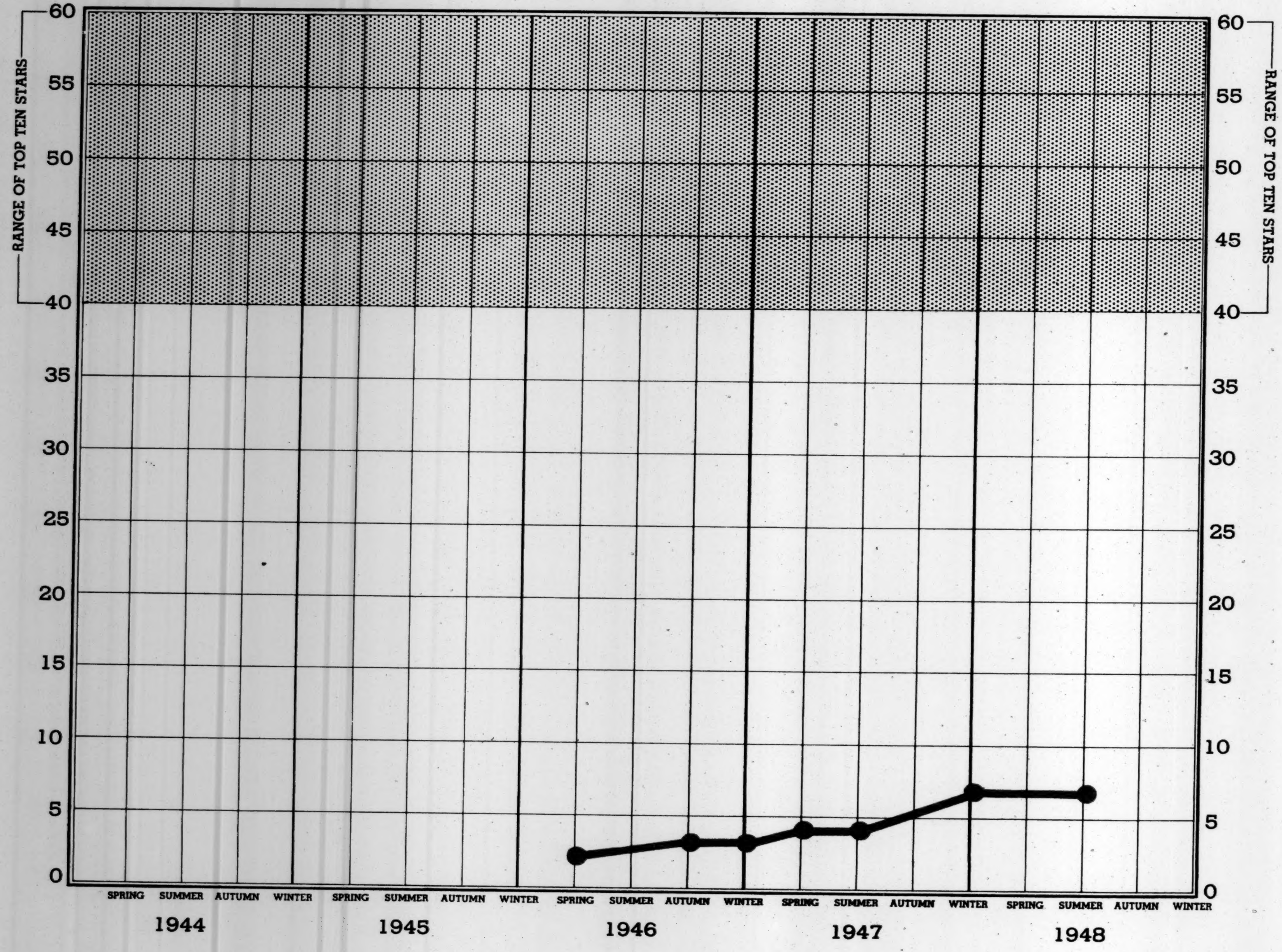

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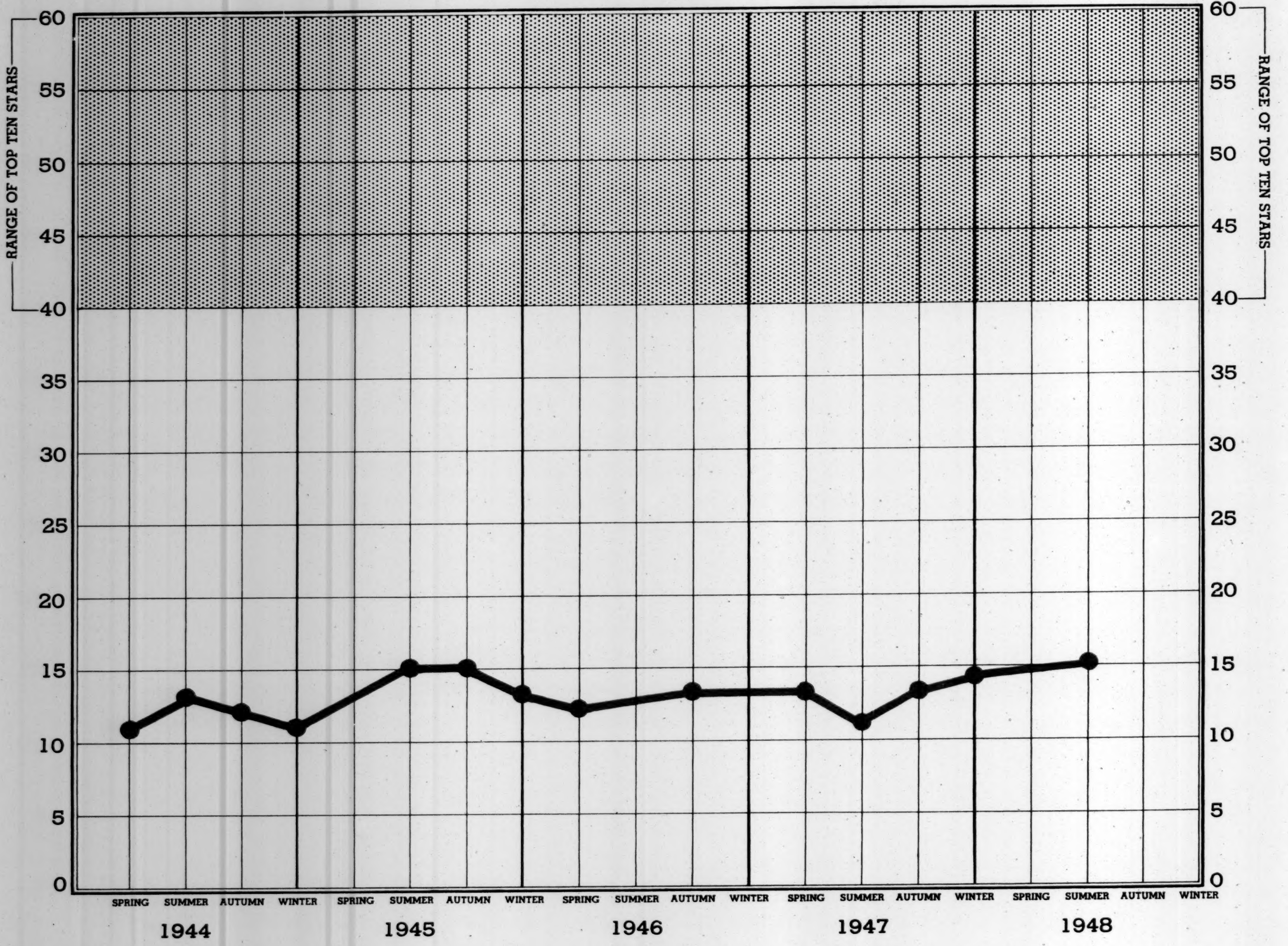

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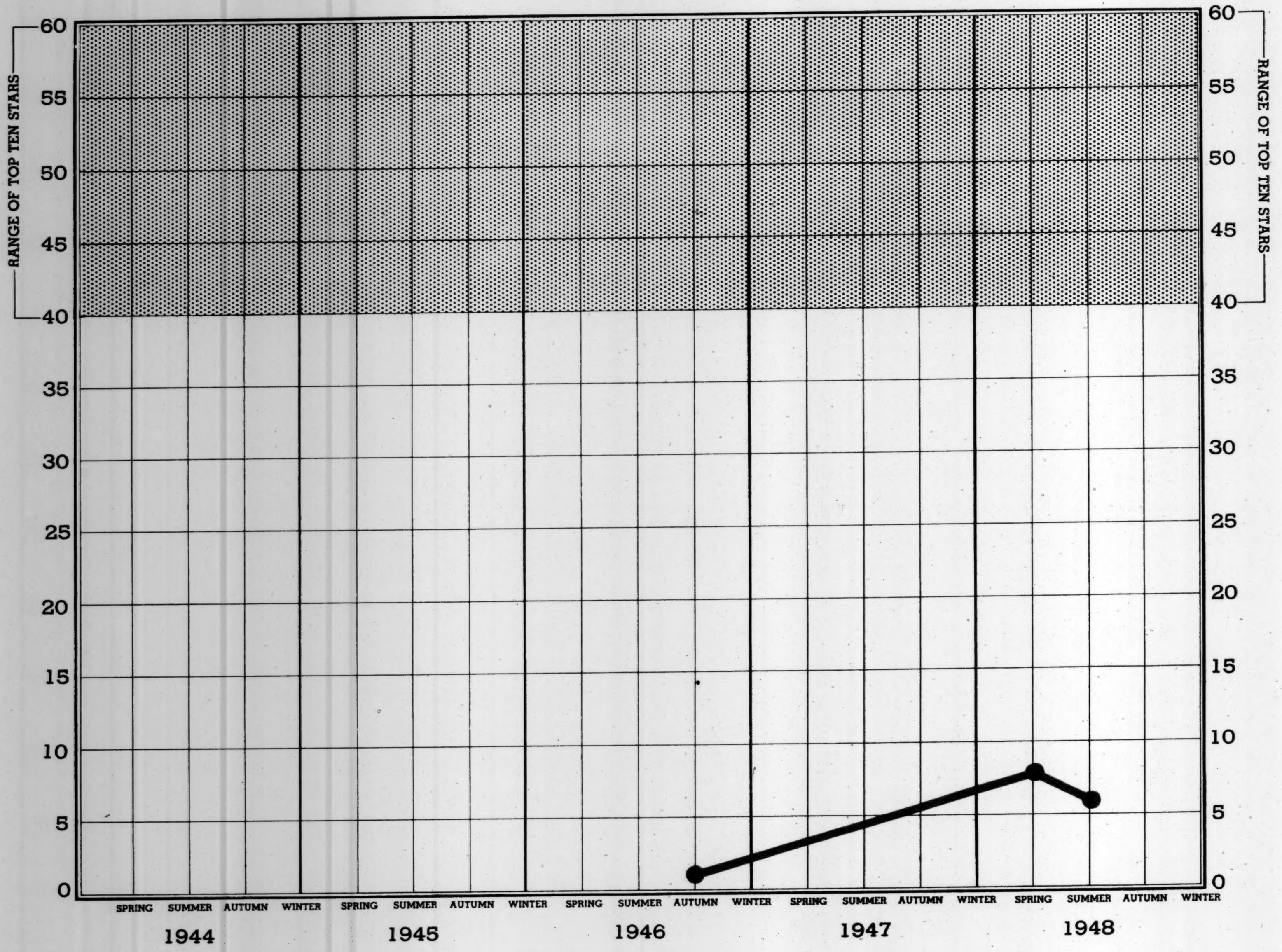

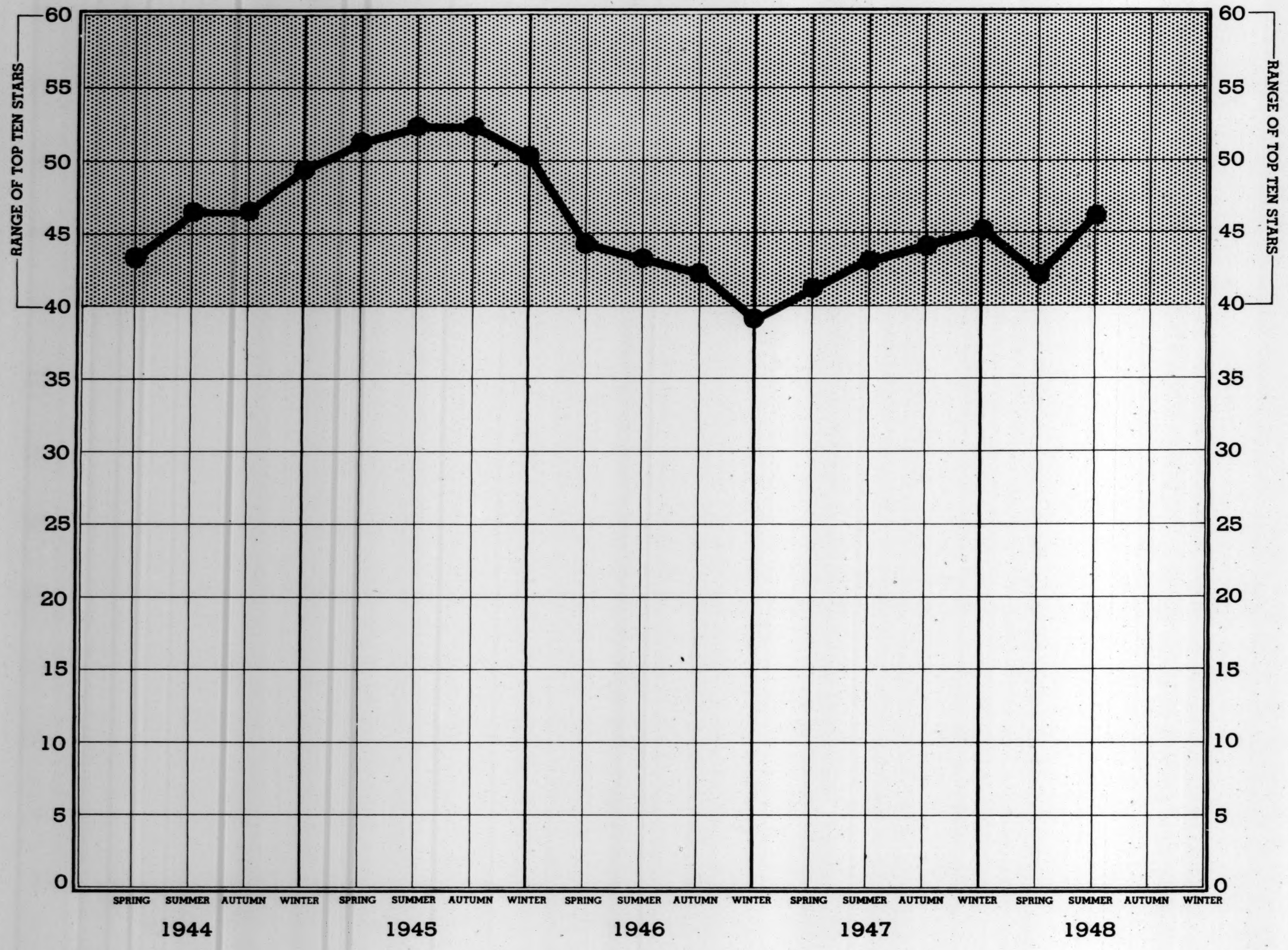

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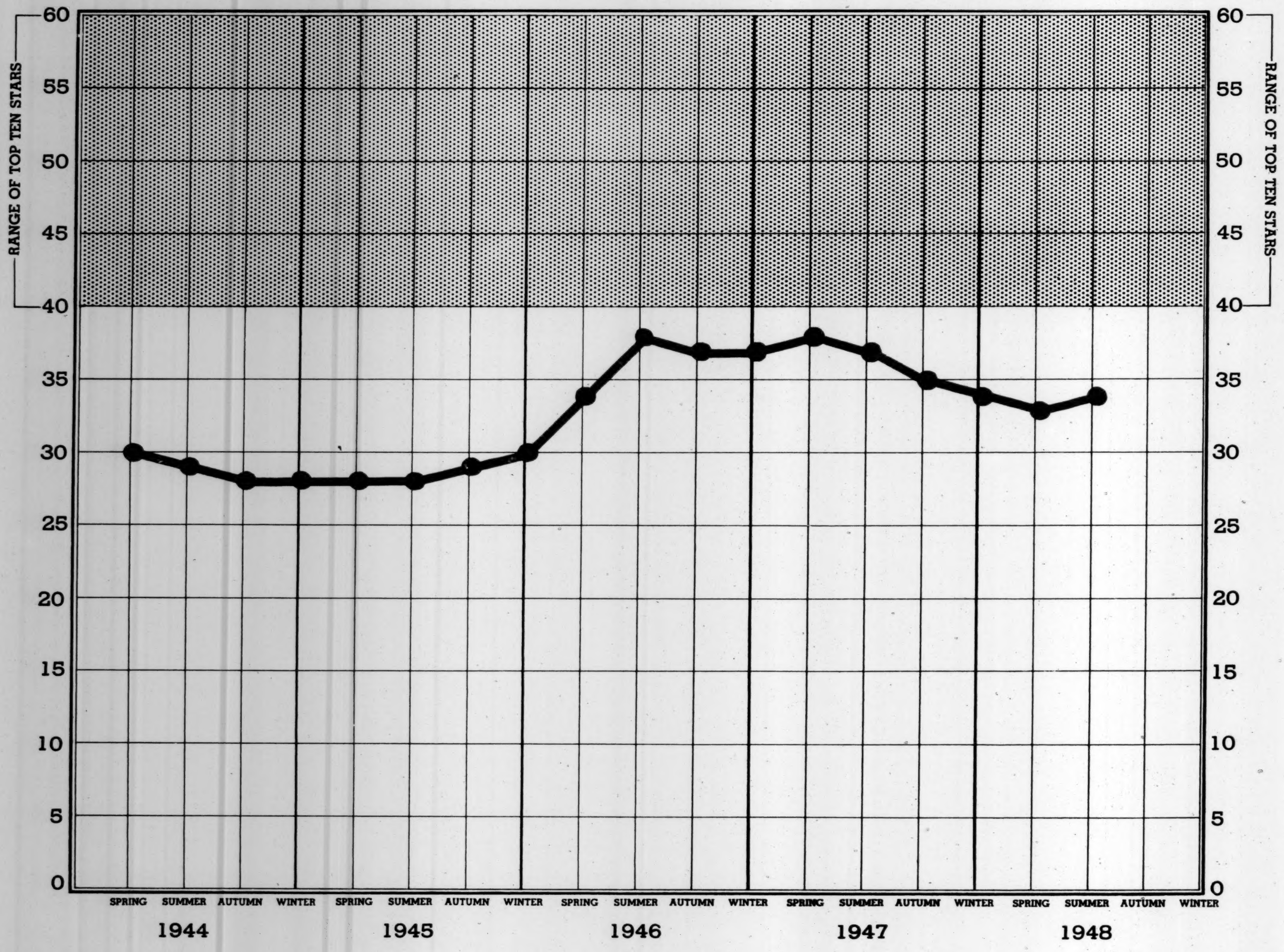
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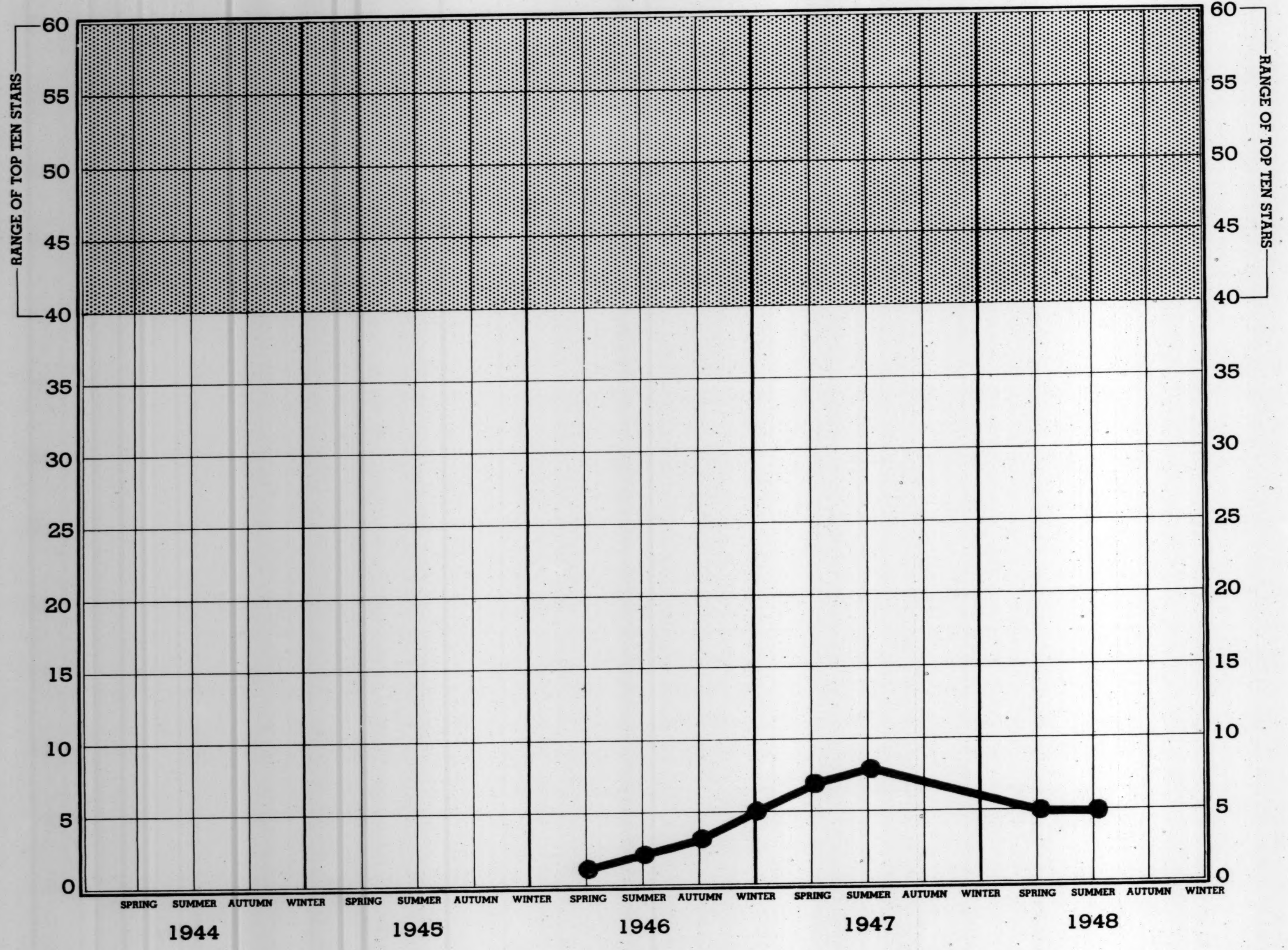
VERA-ELLEN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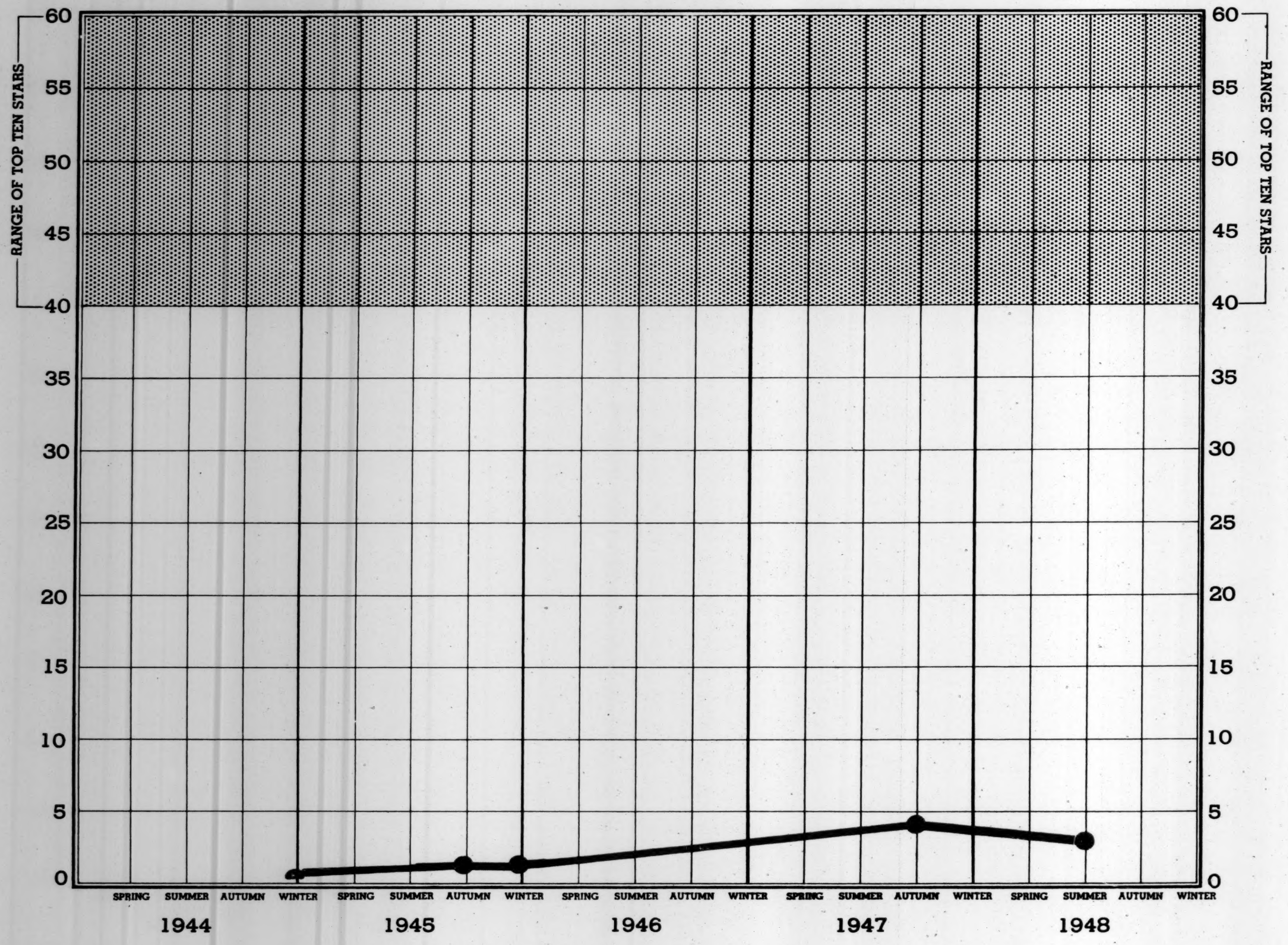

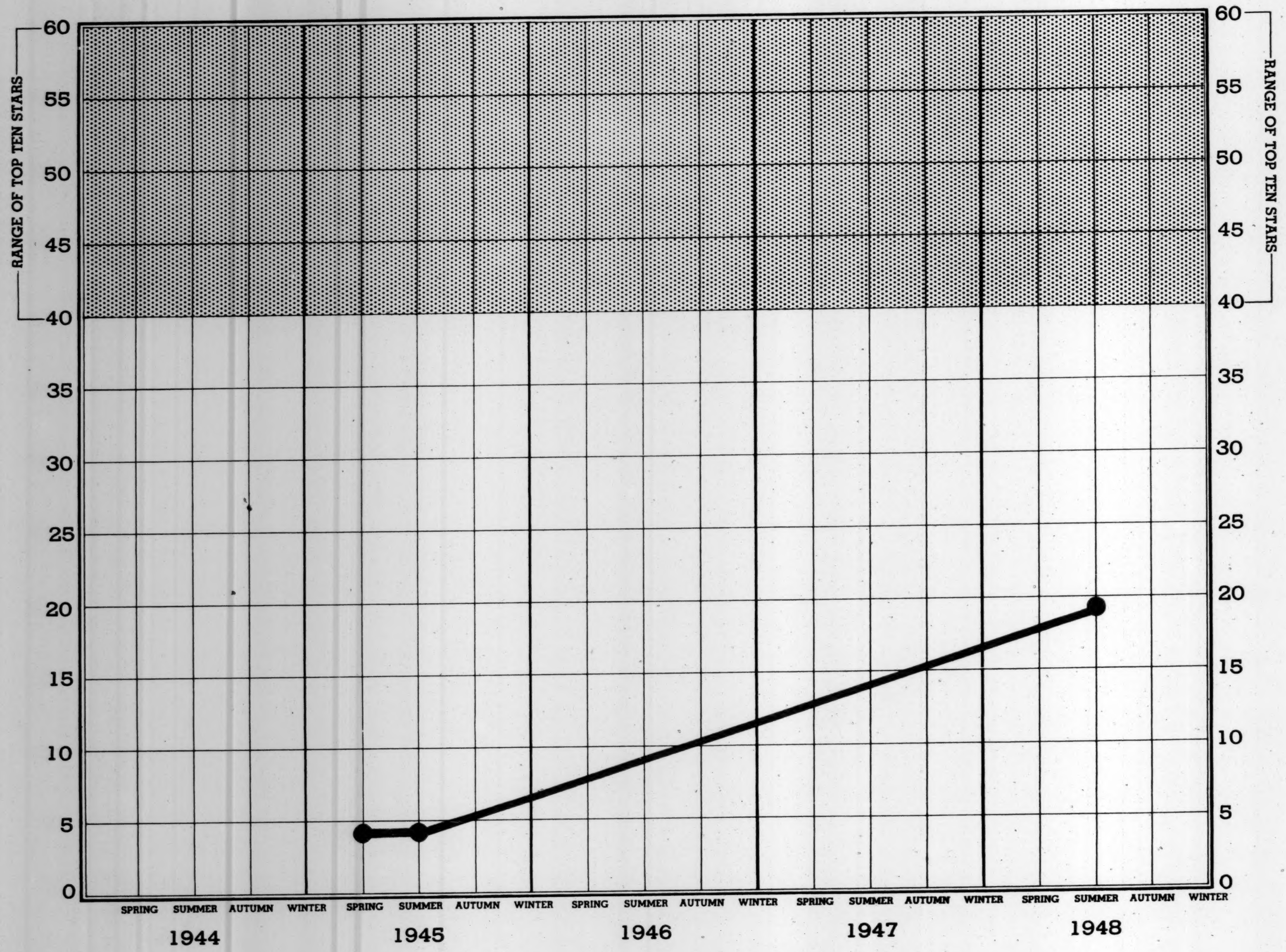

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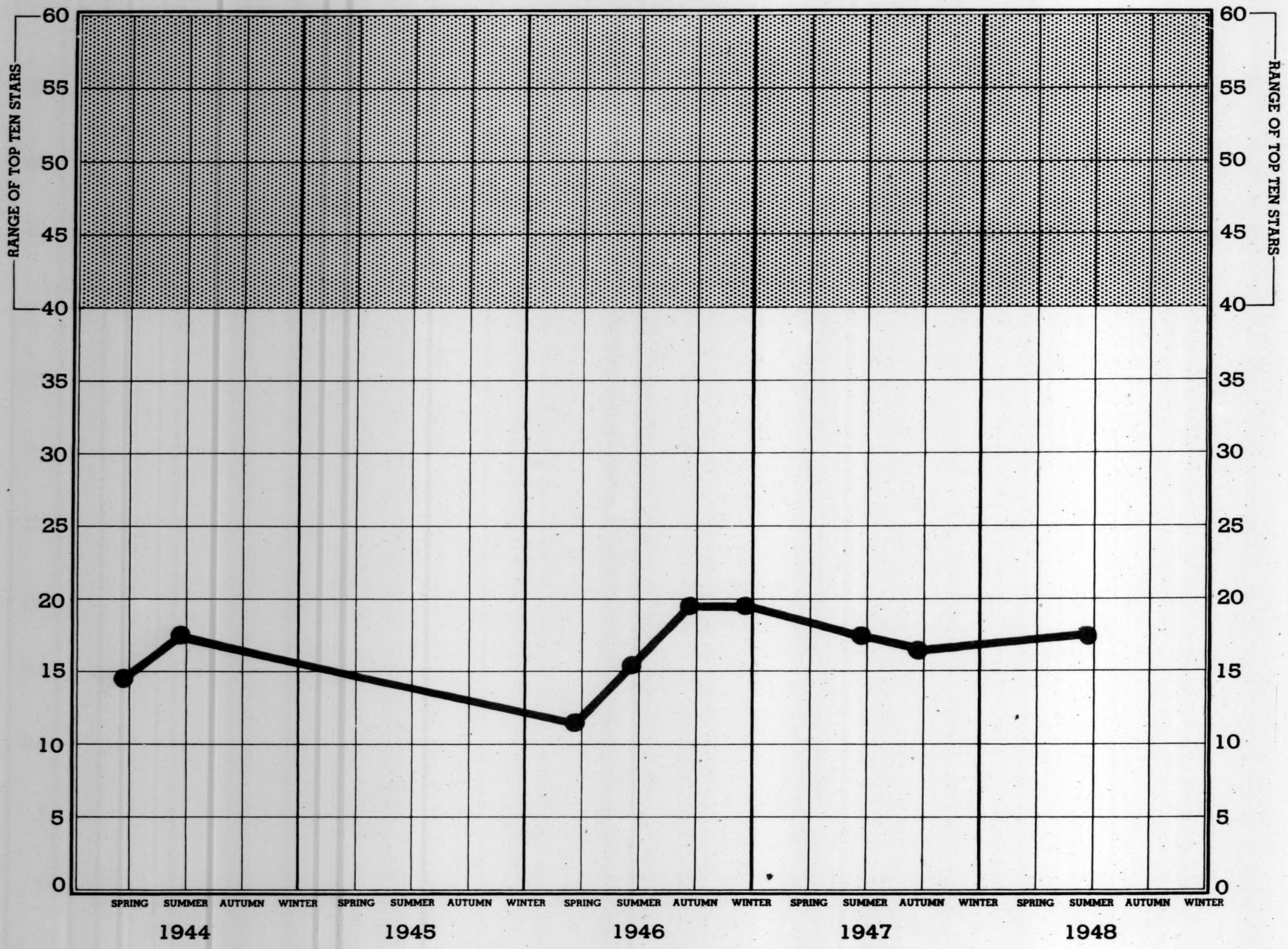

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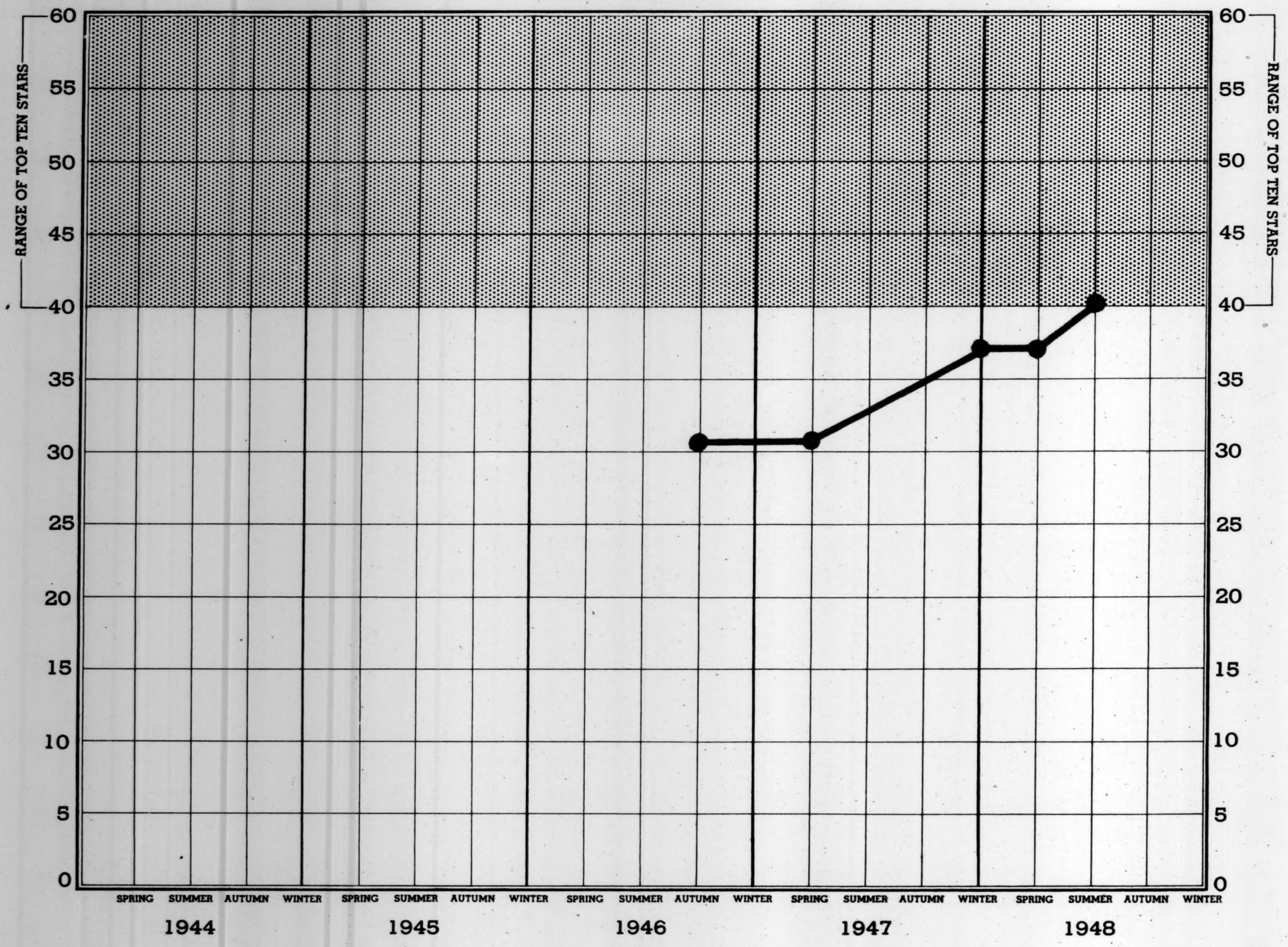

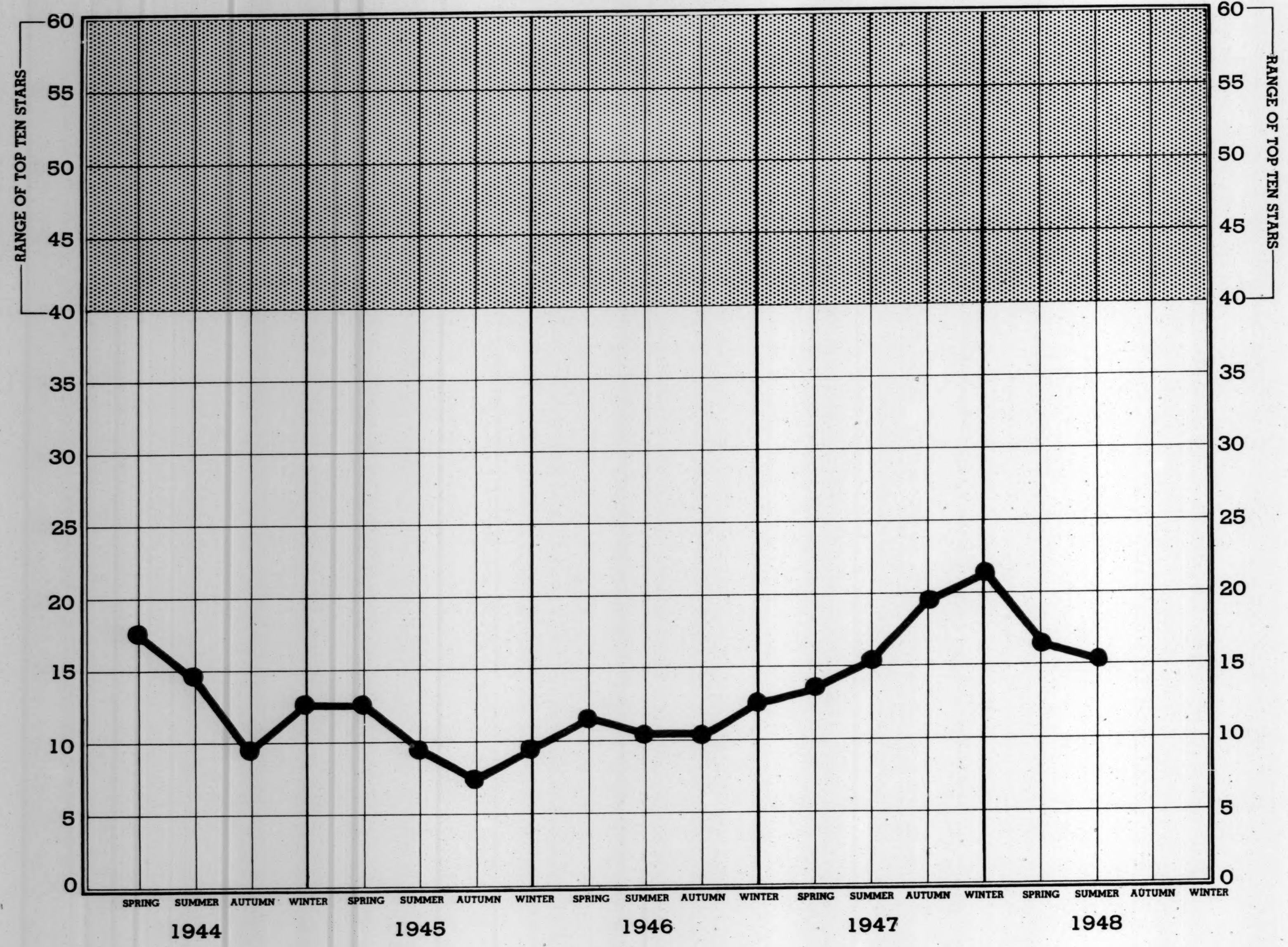

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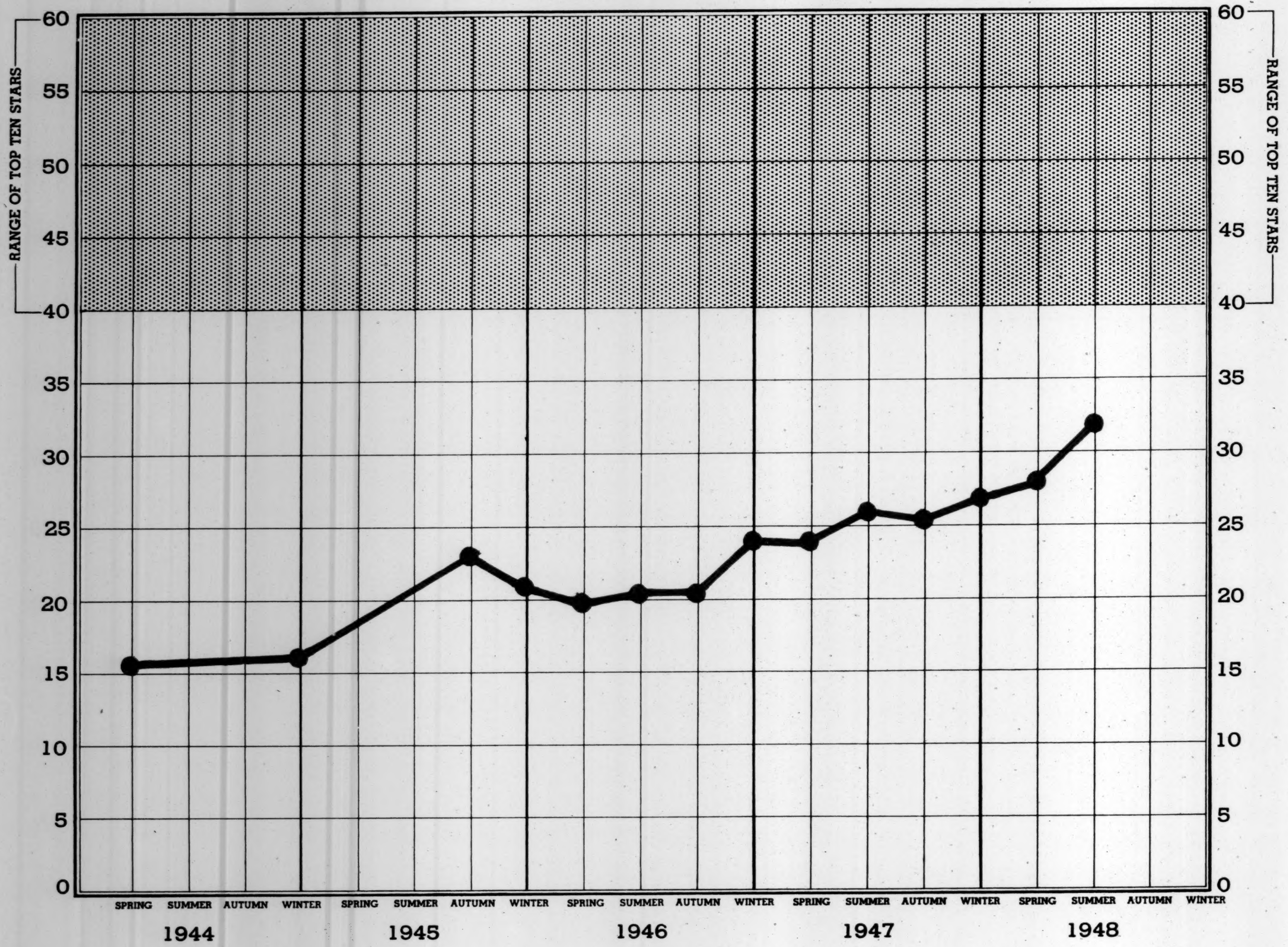
Loretta YOUNG



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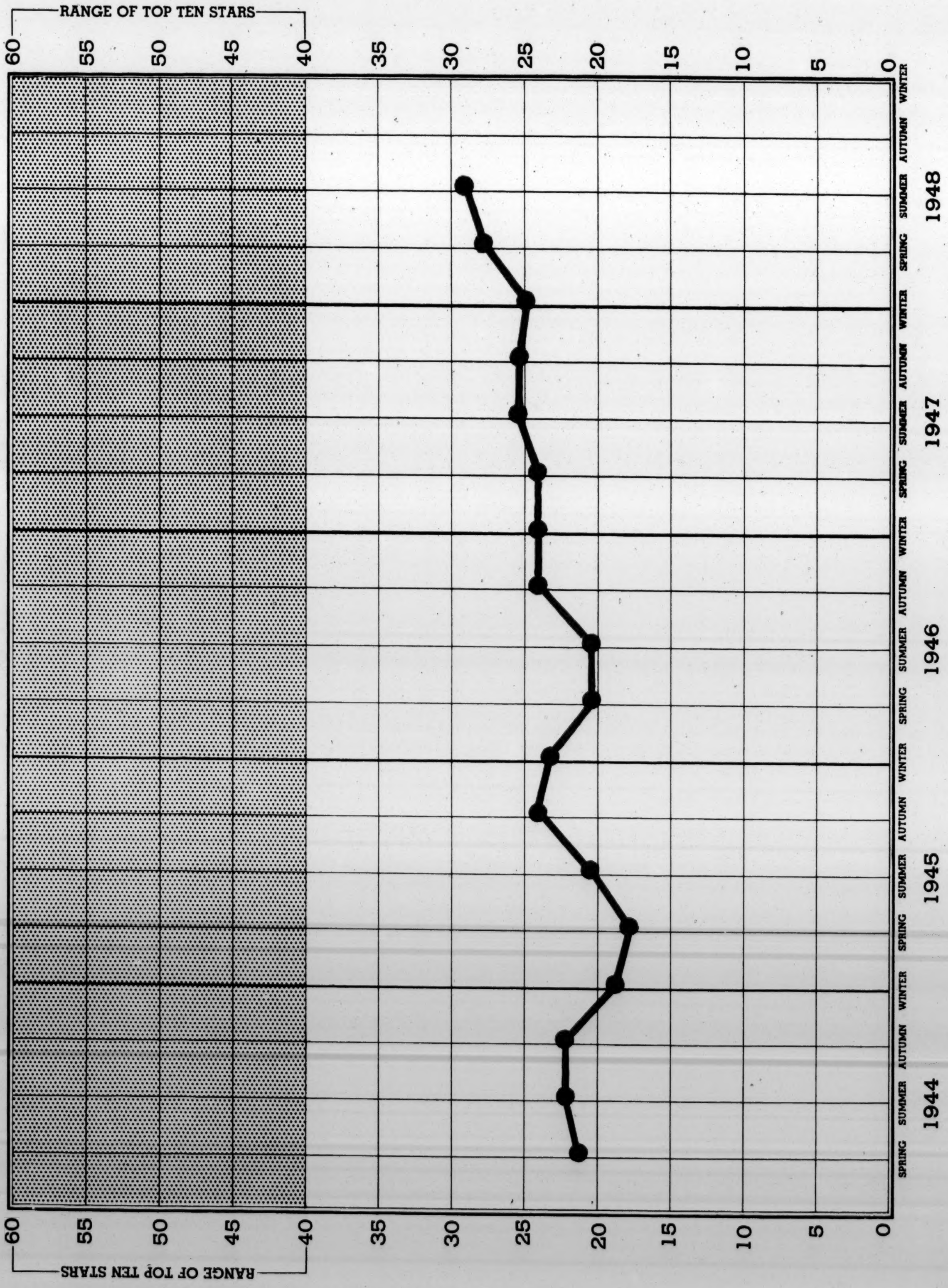

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